

MAR 23 1925

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CHARLEY'S AUNT

Photoplay in 8 reels

From the play by Brandon Thomas

Directed by Scott Sidney

Author of the photoplay (under section 62)
Christie Film Company, Inc. of U.S. x

MAR 23 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Christie Film Co., Inc.

Charley's Aunt - 8 reels

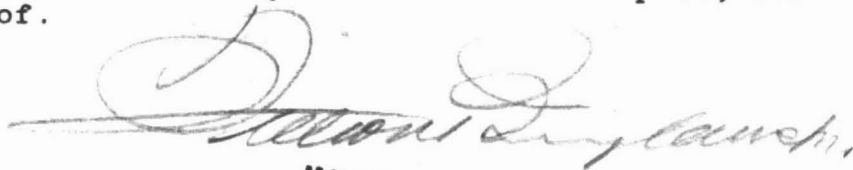
Respectfully,

FULTON BRYLAWSKI

The Christie Film Co., Inc.
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

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Charley's Aunt	3-21-25	©CIL 21264

The return of the above copies was requested by the said
Company, by its agent and attorney on the 21st day of
March, 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.


MAR 24 1925

MAR 23 1925

PRESS SH

ON

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"CHARLEY'S

PRODUCERS DISTRIBUTING CORPO

ION, 469 FIFT

RECORD BREAKING LAUGH MAKES TRIUMPHANT APPEARANCE SYDNEY CHAPLIN HEADING

"CHARLEY'S AUNT" IS AGELESS FARCE

Play Has Interesting History;
Has Been Given in All
Parts of the Globe

HAS UNTOLD COMEDY POSSIBILITIES

Picturization is Made
With Syd Chaplin in
Title Role

Plays may come and plays may go, but 'tis said in the theatre that "Charley's Aunt" will go on forever. No play has had a more interesting or extensive "career" than this famous old farce by Brandon Thomas. After thirty-three years in every corner of the globe, it is still going strong and now that it has been translated into the universal language of the screen it is said "the old lady" has taken a new lease of life and will be delighting our great grandchildren as it delighted our grandparents.

"Charley's Aunt" made "her debut" at Bury St. Edmunds in Suffolk in 1892 with W. S. Penley starring. The play was then brought to London, being given first at the Royalty Theatre and then at the Globe where it ran continuously for four years (1466 performances.) The fame of "Charley's Aunt" spread far and wide and seven touring companies started out through the provinces. Several

the excellent lady was referred to by a double-barrelled appellation indicating that she was the sister of Charley's father.

When it was produced in Italy the famous little town of Oxford was shown with snow-capped mountains in the rear. Norway determined to be very correct and sent a special representative over to study English customs. This fellow told the Norwegian producers that in England it was the proper thing to wear Eton jackets and straw hats.

FAMOUS STARS WERE IN IT.

Some of the great stage stars who have played in "Charley's Aunt" were the original W. S. Penley, who is said to have made a million and a half out of it; Lynn Harding, Brandon Thomas, Miss Nina Boucicault, Julian Royce, Reeves Smith and A. E. Matthews. It was first played in America by Girardot.

James E. Page has played in the stage version 4100 times. He was brought over to Hollywood from London to play Spettigue, the role which he has played on the stage for twelve years.

LAUGHED THE CURTAIN DOWN

On one occasion when "Charley's Aunt" was being played, the fireman of the theatre laughed so much that he fell against the bell which rang

Making The Answer Man's Work Easier

DORA: Small wonder that you laughed yourself pink at Syd Chaplin in "The Galloping Fish." So did we. His success is the result of unusual talent and intensive training from childhood. George Jean Nathan, the eminent critic, who has a reputation for scarcely ever waxing enthusiastic about things theatrical or cinematal, proclaimed Syd "the finest comedian on the screen." He's making a new picture that promises to be funnier than anything he's done—a screen version of "Charley's Aunt," the ageless farce that has been convulsing legitimate audiences all over the world for thirty-three years. Don't miss it.

ERIC: The girl you saw in "The Hero" was Ethel Shannon. She certainly is lovely. She has a role in Syd Chaplin's new picture, "Charley's Aunt" and it is said to be hilarious. We agree with you that she is a splendid actress. She received her preliminary training with E. H. Sothorn and Maude Adams. Glad to hear from you again, Eric.

TOPPER: No, Eulalie Jensen was born in St. Louis. She appeared on the stage with Sarah Bernhardt and Maude Adams. Yes, she is an exceedingly charming woman. She has an important role in "Charley's Aunt," Syd Chaplin's screen version of the famous old stage farce. We hear it's a "wow," so be sure to see it.

RONNIE: You think Alec B. Francis is the best character actor in the picture? That's of course, we admit. He's got a great part. Yes, we're all looking forward to his performance in "Beau Brummell." You'll have a chance to see him soon in "Charley's Aunt," Syd Chaplin's latest feature farce.

LAD: Sorry, Lad, but your friend wins—Priscilla Bonner is a blonde and her eyes are gray. She comes from Washington, D. C. and has been delighting fans for five years. We're glad you like her so well. Don't bet 'til you're sure next time. Write again your letters are interesting.

GRAND OLD LADY STILL STEPPING!

"Charley's Aunt" Given New Life
in Screen Version With
Syd Chaplin

"Charley's Aunt," the big feature farce with Syd Chaplin which is now being shown at the Theatre, is a picturization of the celebrated stage play by Brandon Thomas.

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SYD CH

From the Farce Comedy

Directed by SC

Adaptation by F. L

Titles by JOSE

Photographed by GUS PETE

Released by PRODUCERS DI

THE

court 'Babberley, "Babbs"—

Sir F. Delahay

Ela D. Delahay

Spettigue By pl. Scout

Brasserie the Chesney

Mr. D. Lucia D'Alvaredes

Donna Chesney

Jack Wykeham

Charley

Amy

Kitty

THE S

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Acting as her father was "framed,"

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HISTORIC OX
BUILT

Old University Reproduced

SYDNEY'S AUNT

CORPORATION, 469 FIFTH AVENUE, NEW YORK CITY

BETTER OF THE WORLD APPEARANCE ON SCREEN WITH ADAMING CAST OF FUN PROVOKERS

41 and Charles Christie

in conjunction with

Ideal Films, Ltd.

Present

CHARLEY'S AUNT

with

SYD CHAPLIN

From the Farce Comedy by BRANDON THOMAS

Directed by SCOTT SIDNEY

Adaptation by F. McGREW WILLIS

Titles by JOSEPH FARNHAM

Photographed by GUS PETERSON and PAUL GARNETT

Released by PRODUCERS DISTRIBUTING CORPORATION

THE CAST

Sir Fancourt Babberley, "Babbs"	SYD CHAPLIN
Ela Delahay	Ethel Shannon
Spettigue	James E. Page
By the Scout	Lucien Littlefield
Brasse	Alec B. Francis
Mr. D. the Chesney	Phillips Smalley
Sir Lucia D'Alvadores	Eulalie Jensen
Donna Chesney	David James
Jack Wykeham	Jimmie Harrison
Amy	Mary Akin
Kitty	Priscilla Bonner

THE STORY

Fancourt Babberley, known as "Babbs," is in France, paying court to Ela Delahay, whose father spends a lot of time at the gambling casinos. Acting on a tip from Babbs, Delahay loses a large sum of money and Ela, believing her father was "framed," grows angry and sends Babbs away. At St. Olde's College, Oxford, Jack Chesney and Charley Wykeham are preparing to propose to their girls, Kitty and Amy. Stephen Spettigue, the girls' guardian, knows that if they marry, his fees will be discontinued, but he runs into the boys about to propose outside Spettigue's house, but he runs into them. They hit on the idea of having the girls up for lunch to meet the Aunt, Charley's Aunt from Brazil, but they have to work fast for Dorinda intends to take the girls away to Scotland that night. Spettigue is now in Oxford, too. The boys invite him over to entertain them in order that they can get in a few words with the girls. The girls arrive, but leave when they find the Aunt has not come yet. Jack's father, Sir Francis Chesney, calls, and Jack advises him to lay siege to the father. Charley's wealthy old Aunt. The girls receive a message that Donna Lucia is not coming that day. As the return Babbs comes back, he is in his costume for the play and the Aunt. The girls make a full of him. Babbs finds himself in a very embarrassing situation and the boys are very jealous. Jack's father returns and begins to court "Auntie." Spettigue arrives and, learning that this is the famous millionaire widow, begins to court her himself. Meanwhile, Babbs is being sought to attend the play rehearsal. He tries to escape, but fails. To complicate matters, Donna Lucia, the real Aunt, arrives with Ela Delahay. Jack's father recognizes the Aunt as an old sweetheart, whom he has not seen for twenty years. Babbs is introduced as Charley's Aunt, and the real Aunt lets the deception continue to see what develops. Babbs again tries to escape, but the boys refuse to let him go until he gets Spettigue's written consent to the girls' marriage. When Babbs recognizes Ela, he is all the more anxious to get out of the predicament. Spettigue insists that the whole party have dinner with him, as he doesn't want to let the "widow" get away. After dinner, Spettigue presses his proposal to Babbs. When Babbs and Ela are alone the latter confides how much she really loves "the man she met in France." Jack's father is accepted by the real Donna Lucia, the sight of whom, after twenty years, has made him forget "Charley's Aunt." In a fast and furious and funny chase, the whole secret of the spurious Donna Lucia collapses, but not before Spettigue has been vanquished and the boys have his consent to the girls' marrying them.

SYD CHAPLIN HAD A VARIED CAREER

Star of "Charley's Aunt",
Like Famous Brother, Is
"Born Comedian"

"The finest comedian on the screen". That's what George Jean Nathan wrote about Sidney Chaplin. And coming from the caustic pen of that eminent dramatic critic who is not given to effusive superlatives, this praise is indeed significant.

It is said that Sidney Chaplin reaches the high point in his career in the great screen version of the celebrated farce, "Charley's Aunt," which the Theatre will present for the first time next and which will be shown for.

Like his famous brother Charles, Sidney is a born actor. His father was the leading comedian and his mother the prima donna of a British theatrical troupe. He was born in Johannesburg, South Africa, while his parents were on tour. Thus by heritage as well as environment, Syd Chaplin came rightly to the theatres.

As children, he and his brother Charlie were both trained in mimicry and pantomime, and they played various roles in different London productions. A short, adventurous career at sea while still in his teens gave Syd a good change of the world and various nationalities over the globe. Retiring from the stage, he decided to become an actor.

He made his way to America with the Fred Astaire party, how your

duced by Thos. H. Ince, and "The Perfect Flapper" with Colleen Moore.

As "Charley's Aunt" from Brazil where the nuts come from," Sydney Chaplin has an opportunity to display his great talent for the skillful pantomime for which he is so justly famous here and abroad.



'CHARLEY'S AUNT' with SYD CHAPLIN
RELEASED BY
PRODUCERS DISTRIBUTING CORP.

1 Col. Prod. Cut or Mat No. 2

men Charley's Aunt dis-

The hilarious, screen version of "Charley's Aunt," the Brandon Thomas stage play which has held the boards continuously for thirty-three years in the four corners of the globe, is afflicting audiences at the Theatre with prolonged paroxysms of laughter.

Syd Chaplin plays the title role, which is considered his biggest undertaking in the films, following his successful appearance lately in "The Galloping Fish," "Her Temporary Husband" and "The Perfect Flapper."

Supporting Chaplin are James E. Page, who was brought over from London to play Spettigue after playing this role on the stage in England for the past twelve years; Ethel Shannon in the leading feminine role; Lucien Littlefield, Eulalie Jensen, Phillips Smalley, James Harrison, David James, Priscilla Bonner and Mary Aiken.

Scott Sidney directed from the script adapted by F. McGrew Willis, who, in transposing the story to the screen made the necessary changes to thoroughly modernize the production.

HISTORIC OXFORD BUILT AT STUDIO

Picturization is Made With Syd Chaplin in Title Role

Plays may come and plays may go, but 'tis said in the theatre that "Charley's Aunt" will go on forever. No play has had a more interesting or extensive "career" than this famous old farce by Brandon Thomas. After thirty-three years in every corner of the globe, it is still going strong and now that it has been translated into the universal language of the screen it is said "the old lady" has taken a new lease of life and will be delighting our great grandchildren as it delighted our grandparents.

"Charley's Aunt" made "her debut" at Bury St. Edmunds in Suffolk in 1892 with W. S. Penley starring. The play was then brought to London, being given first at the Royalty Theatre and then at the Globe where it ran continuously for four years (1466 performances.) The fame of "Charley's Aunt" spread far and wide and seven touring companies started out through the provinces. Several

very correct and sent a special representative over to study English customs. This fellow told the Norwegian producers that in England it was the proper thing to wear Eton jackets and straw hats.

FAMOUS STARS WERE IN IT.

Some of the great stage stars who have played in "Charley's Aunt" were the original W. S. Penley, who is said to have made a million and a half out of it; Lynn Harding, Brandon Thomas, Miss Nina Boucicault, Julian Royce, Reeves Smith and A. E. Matthews. It was first played in America by Girardot.

James E. Page has played in the stage version 4100 times. He was brought over to Hollywood from London to play Spettigue, the role which he has played on the stage for twelve years.

LAUGHED THE CURTAIN DOWN

On one occasion when "Charley's Aunt" was being played, the fireman of the theatre laughed so much that he fell against the bell which rang the curtain down.

FAMOUS FARCE NOW ON SCREEN



"CHARLEY'S AUNT" with SYD CHAPLIN
Released by PRODUCERS DISTRIBUTING CORP.

Two Column Prod. Cut or Mat No. 3

companies are still touring with it in England, and each year it is put on in London where it is one of the "draws" of the holiday season.

Al Christie, one of the producers of the screen version, saw a performance of it in the London suburbs last Spring and the house rocked with laughter. The particular touring company which played it was then back from Dublin, Ireland, where the play had just broken all house records.

WORLD FAMOUS

Years ago the play was taken up abroad and was even played in China with a Chinese "Charley's Aunt." It was played in Germany twenty-five years ago and is nearly as well known in German theatrical traditions as it is in England.

"Charley's Aunt" was the ex-Kaiser's favorite play. He himself once admitted it. During the war, many hot-headed Germans protested against that admission, but the Kaiser held that as Brandon Thomas, the English author, had died before the war broke out, his offence was purged.

The play was shown in Athens, Greece, and owing to the fact that there was no Greek word for "Aunt,"

the curtain down in the middle of the first act.

It has happened many times that during the run of the play, women had to be carried out of the theatre in a state of hysteria through laughing. Indeed at times companies have actually provided themselves with first-aid facilities.

CHARLIE SUGGESTS BROTHER SYD FOR PART.

When it was learned that "Charley's Aunt" would take a fly into films, Charlie Chaplin cabled Ideal that, in his opinion, his brother was the one person to play the part, so Syd Chaplin was secured for the title role.

It is said that he has more than fulfilled everyone's expectation in the role and with the added opportunities that the screen affords, "Charley's Aunt" steps forth with new glory and an added ability to tickle the public's risibilities. We'll soon be able to meet the old lady and see for ourselves, however, as this great feature farce will come to _____ next _____ when it will begin a _____ run at the _____ Theatre.

proclaimed "Syd the most convincing on the screen." He's making a new picture that promises to be funnier than anything he's done—a screen version of "Charley's Aunt," the ageless farce that has been convulsing legitimate audiences all over the world for thirty-three years. Don't miss it.

ERIC: The girl you saw in "The Hero" was Ethel Shannon. She certainly is lovely. She has a role in Syd Chaplin's new picture, "Charley's Aunt" and it is said to be hilarious. We agree with you that she is a splendid actress. She received her preliminary training with E. H. Southern and Maude Adams. Glad to hear from you again, Eric.

TOPPER: No, Eulalie Jensen was born in St. Louis. She appeared on the stage with Sarah Bernhardt and Maude Adams. Yes, she is an exceedingly charming woman. She has an important role in "Charley's Aunt," Syd Chaplin's screen version of the famous old stage farce. We hear it's a "wow," so be sure to see it.

RONNIE: You think Alec B. Francis is the best character actor in the picture that we've seen. Yes, we think so. Of course, we admit his performance in "Beat Brummell." You'll have a chance to see him soon in "Charley's Aunt," Syd Chaplin's latest feature farce.

LAD: Sorry, Lad, but your friend wins—Priscilla Bonner is a blonde and her eyes are gray. She comes from Washington, D. C. and has been delighting fans for five years. We're glad you like her so well. Don't bet 'til you're sure next time. Write again your letters are interesting.

GRAND OLD LADY STILL STEPPING!

"Charley's Aunt" Given New Life in Screen Version With Syd Chaplin

"Charley's Aunt," the big feature farce with Syd Chaplin which is now being shown at the _____ Theatre, is a picturization of the celebrated stage play by Brandon Thomas.

As a play, this hilarious vehicle broke all money-making records for the stage.

It is said that the sun never sets on "Charley's Aunt," meaning that it is always being played somewhere in the United States, England, Canada, Australia or some outlying place where good comedy entertainment is enjoyed.

That "Charley's Aunt" is a staple commodity for amusement is remarked by George Bernard Shaw in a recent article in Harper's Magazine in which he states: "... my currency is as universal as that of Sherlock Holmes or Charley's Aunt or Mary Pickford or Bill Hart or Charlie Chaplin."

"Rambler," writing in the London Bioscope, declared that "Charley's Aunt" with Syd Chaplin in the title role will infuse such new blood into the old lady that she will continue to keep running for many generations. That she is as hale and hearty as ever as far as her ability to tickle the risibilities of an audience is concerned is proven by the way the _____ Theatre is rocking with laughter at each performance.

"Charley's Aunt" Is Now A Picture

Satisfying the public demand for feature comedies, the Christies of Hollywood in conjunction with Ideal Films, Ltd., bagged the biggest prize the stage has ever had to offer.

It is "Charley's Aunt," the most successful farce ever written. With Syd Chaplin in the title role and supported by a brilliant cast "Charley's Aunt" is said to be one of the high spots of motion picture comedy. The _____ Theatre is fortunate in securing this laughing classic which will be shown for _____ beginning _____

photographed by GUS PETERSON
Edited by PRODUCERS DISTRIBUTING CORP.
THE
Fancourt Babberley, "Babbs"
Sir Elphinstone Delahay
Spettigue By pl. Scout
Brass the Chesney
Mr. J. Lucia D'Alvadores
Sir Francis Chesney
Donna Lucia
James Wykeham
Chaplin
Akin

THE
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HISTORIC OX- FORD BUILT

Old University Reproduced in Hollywood as set for "Charley's Aunt"

The filming of the big feature farce,
"Charley's Aunt," with Syd Chaplin,
the special attraction at the _____
Theatre this week, was done on one
big stage at the Christie studio in
Hollywood.

The stage took on a decided English
atmosphere when the quadrangles, gar-
dens and _____ Oxford University
were built. Huge gray ivy-colored
walls, spaced by arches and windows,
loomed on all four sides.

The occasion for the transformation
is the duplication of one of the colleges
at Oxford where the scenes of
"Charley's Aunt" are laid. When Al
Christie visited the real Oxford early
last summer he took dozens of grafex
photographs from every conceivable
angle, and from these photos the sets
were built, perfect in every detail.

On account of the unusual amount of
electric equipment necessary to light
up the big sets, an elevator was installed
and a regular stage "kitchen" construct-
ed on the upper level for storage and
handling of lights. The interior sets
showing the college boys' rooms were
built immediately next to the gardens,
and the exterior walls of the classic
old buildings were removable so that
long shots could be made from almost
any angle desired.

Thus the picture, made almost without
any exterior sets, attained an effect of real-
ism that could be achieved in no other
way.

In support of Syd Chaplin in the
title role of this screamingly funny farce
are seen James E. Page, Ethel Shannon,
Lucien Littlefield, Eulalie Jensen, James
Harrison, David James, Priscilla Bonner
and lovely Mary Akin.

Directed by SCOTT SIDNEY
Adaptation by F. MCGREW WILLIS
Titles by JOSEPH FARNHAM
Photographed by GUS PETERSON and PAUL GARNETT
Based by PRODUCERS DISTRIBUTING CORPORATION

THE CAST

Francourt Babberley, "Babbs"	SYD CHAPLIN
Delahay	Ethel Shannon
By ph. Scout	James E. Page
Spettigue	Lucien Littlefield
Brass	Alec B. Francis
Mr. Chesney	Phillips Smalley
Mr. Lucia D'Alvadores	Eulalie Jensen
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Jack Wykeham	Mary Akin
Charley's Aunt	Priscilla Bonner

THE STORY

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He made his way to a part of how your

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'CHARLEY'S AUNT' with SYD CHAPLIN
RELEASED BY
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1 Col. Prod. Cut or Mat No. 2

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In support of Syd Chaplin in the title role of this screamingly funny farce are seen James E. Page, Ethel Shannon, Lucien Littlefield, Eulalie Jensen, James Harrison, David James, Priscilla Bonner and lovely Mary Akin.

Christie Company Hits Top With "Charley's Aunt"

Al Christie and his organization have been making people laugh in the movies probably longer than any other single producer of comedies, having started making films way back in the days when a "feature" was five hundred feet of film.

For thirteen years Al Christie has been continuously producing comedies, and now just at the close of the "lucky" year, he has produced "Charley's Aunt," a seven-reel feature comedy said to be the high point in the career of the house of Christie.

"Charley's Aunt" is from the famous old stage farce which has been running steadily for thirty-three years, so you see it goes back farther than Christie, even, in getting the laughs. It is the one stage farce which has stood the test of time. Now that it has become a film, critics who have already seen it have stated that it is the funniest movie ever made.

That it would be screamingly funny was expected, for the play is still remembered by those who laughed at it years ago. In addition to the material of the famous play by Brandon Thomas, Christie gives most of the credit to Scott Sidney who is one of the old stand-by directors in the Christie studio, to Syd Chaplin, the star, and the supporting cast.

The complete roster of the players in addition to Chaplin includes Ethel Shannon, James E. Page, Phillips Smalley, Lucien Littlefield, Eulalie Jensen, Alec Francis, David James, Jimmie Harrison, Priscilla Bonner and Mary Akin.

halls through the British Isles.

After his brother, Charlie, had come to the United States with another Karno Company and had entered the film field, Sydney came over to join him, and for some time was a successful member of the Keystone corps, and later a director. This first stage of Sydney's career culminated in his starring in "The Submarine Pirate," one of the first multi-reel comedies, which was a tremendous success.

The growth of his brother's popularity soon forced Sydney to devote himself exclusively to the business management of Charlie's affairs, a post which he occupied for several years, although he always played a bit in his brother's pictures, such as the Kaiser in "Shoulder Arms," the delicatessen dealer in "A Dog's Life," the leader of the sidewalk quartette in "Pay Day" and the bashful husband in "The Pilgrim."

Recently Syd decided to give up his various business activities and return to the screen as an actor. His first appearance was as the British sergeant in "The Rendezvous." Then came "Her Temporary Husband," First National's successful farce comedy, followed by "The Galloping Fish," pro-

men Charley's Aunt dis-

The hilarious, screen version of "Charley's Aunt," the Brandon Thomas stage play which has held the boards continuously for thirty-three years in the four corners of the globe, is afflicting audiences at the Theatre with prolonged paroxysms of laughter.

Syd Chaplin plays the title role, which is considered his biggest undertaking in the films, following his successful appearance lately in "The Galloping Fish," "Her Temporary Husband" and "The Perfect Flapper."

Supporting Chaplin are James E. Page, who was brought over from London to play Spettigue after playing this role on the stage in England for the past twelve years; Ethel Shannon in the leading feminine role; Lucien Littlefield, Eulalie Jensen, Phillips Smalley, James Harrison, David James, Priscilla Bonner and Mary Aiken.

Scott Sidney directed from the script adapted by F. McGrew Willis, who, in transposing the story to the screen made the necessary changes to thoroughly modernize the production.

DOWN THE LINE

Sydney Chaplin

Born in Cape Town, South Africa and educated in London. Stage career with Charles Frohman and Fred Karno. Began screen career in this country with "The Submarine Pirate." Other pictures in which he has appeared include "The Galloping Fish," "The Rendezvous," "Her Temporary Husband," in addition to parts in practically all of his famous brother Charlie's films.

Ethel Shannon

Born and educated in Denver, Colo. Stage career with E. H. Sothorn and Maude Adams. Screen career with Bert Lytell, William S. Hart, Earl Williams, Charles Ray, etc. Pictures include: "Top O' the Morning," "The Hero," "The Girl Who Came Back," etc.

James E. Page

Has made the role of Spettigue, which he portrays in Syd Chaplin's "Charley's Aunt," famous by playing it continuously in England for twelve years. Convinced that no one could interpret the role as well as he, the Christies brought him over to Hollywood.

Lucien Littlefield

Born in San Antonio, Texas, and educated at Staunton Military Academy. Stage career, stock. Screen career, eight years. Pictures include: "Our Leading Citizen," "The Eyes of the Heart," "The French Doll," etc.

Alec B. Francis

Born in London, England and educated at Uppingham College. Stage experience, various productions in England, South Africa, India and United States. Screen experience: Vitagraph, World, Select, United, Robertson-Cole, Paramount. Pictures include: "The Great Moment," "Beyond the Rocks," "The Man Who Saw Tomorrow," "Three Wise Fools," etc.

Eulalie Jensen

Born in St. Louis and educated at Oxford College, Ohio. Stage career, stock, with Bernhardt and Maude Adams. Screen career, seven years. Pictures include: "The Hunchback of Notre Dame," "The Iron Trail," "The Woman with Four Faces," etc.

Jimmie Harrison

Born in Milwaukee, Wis. and educated there and Chicago. Stage career, stock and vaudeville. Screen career with Griffith, Christie and First National. Pictures include: "Wedding Bells," "The Barricade," "Beyond the Rainbow," etc.

Priscilla Bonner

Born in Washington, D. C. and educated there. Screen career, five years. Pictures include: "The Little Church Around the Corner," "The Purple Dawn," "The Son of Wallingford," etc. Has blonde hair and gray eyes.

Wait Till You've Run This Talk Of Real Box Office

REVIEWS

Review No. 1

SYD CHAPLIN SCORES PERSONAL SUCCESS

Famous Comedian Presents
Master Characterization

How people in all parts of the world could laugh at the same farce time and again for three generations covering a period of thirty-three years, was to us an unfathomable problem until we were given an opportunity last night to see that farce in its screen form with Syd Chaplin playing the title role.

Now we see it all and are of the opinion, moreover, that in its present form it will live twice thirty-three years. There is only one way to adequately express it—"Charley's Aunt" is a cold knockout. We have often heard audiences laugh boisterously at comedy features, but it was not until last night when Syd Chaplin put in an appearance at the Strand, that we had the privilege of hearing a huge audience grow unmistakably hysterical and the walls of a theatre fairly rock with laughter, in justly earned appreciation. The roars of one spasm were still echoing loudly when the disturbed air was rent by a fresh bolt of thunderous laughter.

We doubt if any comedian, even Syd's famous brother Charlie, has ever so completely captured the true comedy spirit and succeeded in retaining it through the entire length of the film. Syd grasped the comedy reins firmly in his hands and not so much as even slackened them until the last shot had faded off the screen.

The theme of the story is not new yet it is one of those fine, wholesome stories of youth that are always enter-

Review No. 2

AUDIENCE CHEEERS "CHARLEY'S AUNT"

Strand Reverberates With Roars
of Hysterical Laughter

When they say "it's enough to make a cat laugh" they don't go quite far enough. "Charley's Aunt" with Syd Chaplin is more than enough to make a crab laugh—even those 'crabs' that never admit it was the picture which made them laugh, it was only that they were feeling good.

Yes, we say this without any reservations whatsoever—"Charley's Aunt" is the funniest motion picture we have ever seen. It is a clean, wholesome story whose great charm and appeal lie in the simplicity of its humor interpreted by a cast of comedians who have caught the spirit of the farce and have carried it through to an hilarious success.

The farce was originally produced in England thirty-three years ago and has played continuously and in almost every known language ever since. As a screen farce, however, it far surpasses the stage version partly because the screen permits greater latitude in settings, and largely because Syd Chaplin is by far the greatest comedy actor who ever assumed the title role.

Syd Chaplin has the soul of a true comedian. Every gesture, every lift of the eyebrows, evokes a humorous reaction from his audiences yet he himself seldom so much as smiles. The production, directed by Scott Sidney, to whom much credit is due, in addition to being beautiful, is so smooth and steady it seems actually to flow along. There are no raw edges, no unfinished corners.

The simple story of a college boy who assumes the part of an elderly aunt in order to help his chums win the girls, is told in the straight older manner which is so refreshing. Without re- and by-plots the play mums of suspense and me miracle to maintain e c edy throughout

is not a single slow motion in the film even in the rare intervals when Chaplin himself is not on the screen.

James E. Page, Spettigue in the stage version for the past twelve years, gives a delightful performance in the film and is responsible for many of the hundreds of laughs which were collected last night.

Review No. 3

"CHARLEY'S AUNT" A RIOT OF LAUGHTER

The old joking phrase "louder and funnier" was never so apt as in the case of "Charley's Aunt" which opened at the Strand last night, for Al Christie may safely be credited with having produced a feature-length comedy which is funnier than any we have ever before seen and at which audiences laugh louder than they have laughed in months, if not in years.

When the situations progress the laughs come thick and fast until they develop into a continuous stream.

Announcing An Unl
Special Starting



Charley Syd



SYD CHAPLIN in "CHARLEY'S AUNT"
Released by
PRODUCERS DISTRIBUTING CORP.

One Col. Star Cut No. 1

taining. No problems, no struggles against social conditions, no psychological furors, but merely a simple story of a young college man who is forced by his classmates to don the clothes which he is to wear for the play that

Enough to make
a cat laugh



The com-
"Thomas Brand-
years ago and
ces the world o
every comedy
been bidding fo
masterpiece. T
most capable o
entrusted with

The results are a
and a thoroughly
now ready
funniest com-

Produce
co

This One Before You Box Office Record Smashers!

An Unl... Engagement of a Big Super-
 Starting nday at the Capitol Theatre.



Charley's Aunt with Syd Chaplin

The comedy sensation of the screen. Thomas Brandon wrote the play almost forty years ago and it has been convulsing audiences the world over ever since. For three years every comedy producer in the industry has been bidding for the screen rights to this farce masterpiece. Then finally the Christies, the most capable of all comedy producers, were entrusted with the delicate undertaking.

The results are a revelation. Aided by a brilliant cast and a thoroughly capable director the producers are now ready to present to the world the finest, funniest comedy the screen has ever known.

PRODUCERS DISTRIBUTING CORPORATION

SECURE RIGHTS TO SCREEN COMEDY

"Charley's Aunt" Famous Farce
 Brought to Screen With
 Syd Chaplin

MOST SOUGHT AFTER FARCE

Play Broke Money-Making Records
 Of Stage; Is Still
 Going Strong

One hundred thousand dollars is the amount paid for the screen rights of "Charley's Aunt", the famous old play by Brandon Thomas, which, as a feature-farce with Syd Chaplin in the title role will be shown here for the first time on _____ when it will begin a _____ run at the _____ Theatre.

Here is a play which has earned upward of three million dollars. Playing continuously for thirty-three years and in practically every country of the world is a wonderful record indeed, and an accomplishment made possible by the fact that "Charley's Aunt" has the basic qualities of farcical humor which can be understood in any language. It is an exceptional piece of material for the universal language of the screen.

Even today to play it on the stage in Los Angeles for a week one would have to pay \$750 royalty. As far back as 1901 Scott Sidney, who directed the motion picture of "Charley's Aunt", paid \$2,000 a week royalty for four weeks to play it at the Grand Opera House in Pittsburgh. It is no wonder that the owners of "Charley's Aunt" for years hesitated to sell the motion picture rights.

When the film rights were secured by Ideal Films of London, that company immediately began negotiating with the Christies of Hollywood to make the picture, because the Christie organization with its wonderful experience in making screen comedies was considered the logical producer to film this laughing classic.

With the wonderful opportunity the screen affords for de- comedy situations of

to outnumber the day in point of laughs. As is done when the play is given on the stage at the present time, all customs and costuming in the screen version were brought up to date, so that the atmosphere is modern in every respect.

Syd Chaplin in the title role brings to the picture the talent which he has shown for riotous comedy in the "The Pilgrim", "The Galloping Fish", "Her Temporary Husband" and "The Perfect Flapper". His supporting cast is made up of players of the highest repute here and abroad.

"Charley's Aunt" Leaving

"Charley's Aunt," with Syd Chaplin in the title role, closes its run at the _____ Theatre tonight.

This is the picturization of the great farce comedy by Brandon Thomas which as a play has been running for thirty-three years and has grossed three million dollars. It deals with



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Review No. 3

"CHARLEY'S AUNT" A RIOT OF LAUGHTER

The old joking phrase "louder and funnier" was never so apt as in the case of "Charley's Aunt" which opened at the Strand last night, for Al Christie may safely be credited with having produced a feature-length comedy which is funnier than any we have ever before seen and at which audiences laugh louder than they have laughed in months, if not in years.

When the situations progress the laughs come thick and fast until they develop into howls of merriment. Syd Chaplin, the star, in the title role of "Charley's Aunt from Brazil where the nuts come from" is undeniably at his best and this is the high point of his career so far. He hits the high spots of comedy as do the others in the cast.

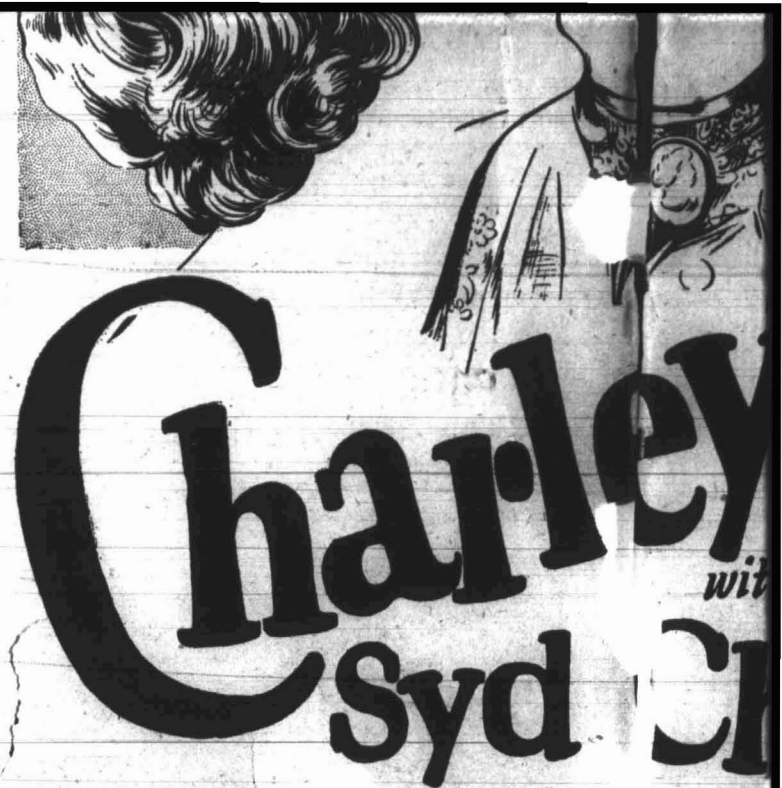
About all that need be said is that the picture has more laughs than the play, so it is assured that those who go to the theatre this week will have an hour and a half of "joy unconfined."

"Charley's Aunt" Director Played Every Play Part

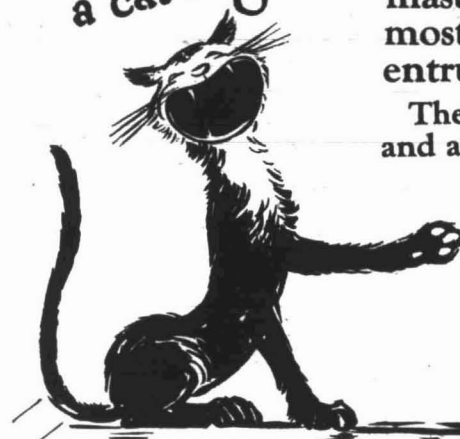
Scott Sidney, who directed the Christie laugh classic "Charley's Aunt" now playing at the Theatre, with Syd Chaplin in the title role, has an interesting history in the play itself, which incidentally goes back thirty-three years.

When Sidney was a juvenile actor he played the part of one of the Oxford college students. A little later as leading man he played the title role of the boy who masquerades as the eccentric aunt from Brazil "where the nuts come from". As the years passed and Sidney played the famous old show with a stock company he played the Scout, "Brassett"; and then lawyer Spettigue, the eccentric character part. Thus he went through practically every important character in the show in his acting days, and when he became a producer, put on "Charley's Aunt" many times.

He knows the play backward and forward, and that is one of the reasons he was chosen by Al Christie to direct the film, which, it is said, has even more laughs in it than the play.



Enough to make a cat laugh



The comedy series Thomas Bra on wro years ago an has be ces the world o ever eve every comedy produc been bidding for the sc masterpiece. Then fir most capable of all cor entrusted with the del The results are a revelation and a thoroughly capable c now ready to pres funniest comedy t

Producers

You'll Roar When You See for Months' Afterwards

Four Column Ad

WORLD FAMOUS FARCE COMING TO TOWN

It is a surprising thing, indeed, that the movie makers have not filmed "Charley's Aunt" before. Now it is about ready to arrive via the cinema and is advertised for the theatre beginning

"Charley's Aunt" probably holds more records for long-distance running on the stage than anything outside of "Uncle Tom's Cabin." The farce was written by Brandon Thomas and first produced in England in 1892. The remarkable thing about the play was the fact that it has run continuously for the last thirty-three years and still shows evidence of going strong.

"Charley's Aunt" is also credited with being the funniest play ever written, and in making the picture the producers have designed the scenario to keep all of the biggest laughing sequences in the play intact. Syd Chaplin plays the title role of "Charley's Aunt from Brazil where nuts come from" and he is said to do the best work of his career.

Chaplin is undeniably developing into one of our stellar comedians. There are critics who maintain that his "Submarine Pirate" film, made when feature movies were still young, still stands as the funniest film ever made. It is only lately that he has blossomed out as a featured comedian, for during a period

of three or four years he was off the screen and acting as his famous brother's manager and engaging in business ventures of his own.

In the "Charley's Aunt" film the character of the eccentric old lady is one which lends itself to Syd Chaplin's special flair for pantomime in which he is a past master. The laughs come thick and fast, and the movie men are safe in promising a show of more than the usual hearty roars of mirth.



Two Column Ad C



SYD CHAPLIN in "CHARLEY'S AUNT" Released by PRODUCERS DISTRIBUTING CORP.

One Col. Star Cut No. 1

taining. No problems, no struggles against social conditions, no psychological furors, but merely a simple story of a young college man who is forced by his classmates to don the clothes which he is to wear for the play that night, and impersonate an old lady to allow his friends an opportunity to propose to the girls they love.

Jack and Charley have invited Amy and Kitty to luncheon in their rooms at Oxford to get them alone and propose before they are carted off to Scotland by their uncle, their guardian, whose income from the girls' estate will cease upon their marriage.

Jack grudgingly consents to act as the aunt from Brazil and finally accomplishes the desired end, but before he does so he finds the opportunity to almost drive everyone concerned frantic, much to the merriment and hilarious delight of the audience.

After you have rocked yourself sore with laughter there will be one impression which will stand out bolder in your mind than all others—Sydney Chaplin has stamped his name in black, indelible letters on the roster of genuine comedy actors.

And when you come to think it all over (and there is no doubt that you will think and talk about the performance many times) you will realize, too, that this fine comedian is being supported by a delightfully capable comedy cast. They seem to have caught fire from their leader and there is not one among them, even to the least conspicuous, who has not made a star part of his role.

For this, no doubt, much of the credit is due Scott Sidney who directed the piece. Responsibility for the verity and beauty of the sets belongs to Al and Charles Christie, the producers, who made a special trip to England to study the architecture of Oxford so that they might rebuild that historic institution in the Hollywood studios. The finished sets are their own brilliant testimonials.

F. McGrew Willis who adapted the play from the original Brandon Thomas play, must certainly be mentioned among those who are deserving of praise and recognition.

Charley's Aunt

with
Syd Chaplin

Thomas Bra... years ago an... ces the world o... every comedy... been bidding fo... masterpiece. T... most capable o... entrusted with... The results are a... and a thoroughly c... now ready... funniest co...

... sensation of the screen. ... wrote the play almost forty ... has been convulsing audien... ever ever since. For three years ... producer in the industry has ... the screen rights to this farce ... when finally the Christies, the ... all comedy producers, were ... the delicate undertaking. ... revelation. Aided by a brilliant cast ... capable director the producers are ... to present to the world the finest, ... comedy the screen has ever known.

Producers Distributing CORPORATION



... fun at the Theatre. Here is a play which has earned upward of three million dollars. Playing continuously for thirty-three years and in practically every country of the world is a wonderful record indeed, and an accomplishment made possible by the fact that "Charley's Aunt" has the basic qualities of farcical humor which can be understood in any language. It is an exceptional piece of material for the universal language of the screen.

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When the film rights were secured by Ideal Films of London, that company immediately began negotiating with the Christies of Hollywood to make the picture, because the Christie organization with its wonderful experience in making screen comedies was considered the logical producer of film—this laughing classic.

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"Charley's Aunt" Leaving

"Charley's Aunt," with Syd Chaplin in the title role, closes its run at the Theatre tonight.

This is the picturization of the great farce comedy by Brandon Thomas which as a play has been running for thirty-three years and has grossed three million dollars. It deals with the humorous and embarrassing situations which occur when one of the boys at Oxford impersonates another fellow's "Aunt from Brazil where the nuts come from."

A splendid cast is seen in support of Syd Chaplin. It includes James E. Page who played in the stage production for twelve years, Ethel Shannon, Lucien Littlefield, Alec B. Francis, Phillips Smalley, Eulalie Jensen, David James, Jimmie Harrison, Mary Akin* and Priscilla Bonner. Scott Sidney directed.

Father Is Still Laughing At Farce

Wherever the stage farce of "Charley's Aunt" has been played of late years the experience has been that fathers who saw the play and laughed heartily years ago have gone and taken their sons, probably for a good excuse to go and have a good laugh again, and mothers have taken their daughters, thus passing the fun of "Charley's Aunt" down from generation to generation.

Now that the famous old laughing success is a film with Syd Chaplin in the title role, all those who have seen the play will probably go again to see how the laughs have been secured in the movie version. Those who have already seen it say there are even more laughs and roars in the film than there were in the play, and if that is true, it must be a howl, for Charley's Aunt as a play has records of more laughs than any other farce which has ever been written.

It is really the patriarch or rather the mother of all farce comedy and has been the basis for many a comedy plot written since Brandon Thomas created the laughing classic in 1892.

When You See It And Continue To Laugh
Afterwards When You Think Of It.

Four Column Ad Cut or Mat No. 6

THE GREAT FARCE GOING TO TOWN

... is off the screen and acting as his brother's manager and engaging business ventures of his own. In the "Charley's Aunt" film the character of the eccentric old lady is played by the famous actress, Ethel Shannon, which he is a past master and the laughs come thick and fast, showing a show of more than the usual roars of mirth.

Chaplin Chose Brother To Be "Charley's Aunt"

It was at the suggestion of his famous brother Charlie that Syd Chaplin was given the title role of "Charley's Aunt," the screen version of the great farce by Brandon Thomas which comes to the Theatre for a run next.

When the film rights were secured by Ideal Films, London, Charlie Chaplin cabled them that in his opinion the logical man to play the famous role of "Charley's Aunt from Brazil where the nuts come from"

was his brother Sydney; so the Ideal Company and Christie Film Company set about securing Syd Chaplin for the title role.

He played "Charley's Aunt" on the stage in England and brings to the picture the talent which he has shown for riotous comedy in such motion pictures as "The Pilgrim", "The Galloping Fish", "Her Temporary Husband" and "The Perfect Flapper".

George Jean Nathan, the eminent critic called Sydney Chaplin "the finest comedian on the screen." His performance comes from a long theatrical training. He was born in Johannesburg, South Africa, while his parents were on tour. As children both he and his brother Charlie were trained in mimicry and pantomime and they played many and various roles in England. After a short adventurous career at sea, Sydney returned to England, and soon made his way to a stellar position with the Fred Karno shows. Sydney came over to America, preceded by Charlie, who also had been with the Karno organization. The first stage of Syd's screen career was his starring in "The Submarine Pirate", which still stands out as one of the first and most laughable feature-length comedies.

It is said that Syd Chaplin has more than fulfilled everyone's expectation in his screen interpretation of "Charley's Aunt". It is considered the best thing he has ever done.



Two Column Ad Cut or Mat No. 3

Get In On This Genuine Ma Provoker All Comedy And

A DOZEN USES FOR THE BLACK CAT



When "Charley's Aunt" was first produced it was advertised with an illustrated cat under which was the line, "enough to make a cat laugh." Ever since that time the black cat has always been associated with the play, and the screen version continues it in favor. Therefore it would be wise for you to use this cat everywhere in your advertising and exploitation. You can use it as a cut-out, a throwaway, poster, toy, fan or anything else that you think would especially suit your purposes. You might even use a real cat in your lobby or as a ballyhoo agent allowing it to roam around wearing a sign: "On my way to Charley's Aunt. Funny enough to make a cat laugh."

It would also be interesting, if you can work it, to stage a black cat show, offering a blue ribbon to the prize cat and a pair of tickets to the owner of the animal. The show could be run as a special event in conjunction with the local pet shop, or you could use it as a sort of prologue in the theatre.

STUNTS

STREET CAR STUNT:

Dress a clean-shaven man in the extremely old-fashioned costume worn by Syd Chaplin in "Charley's Aunt"—bonnet, curls, black taffeta, old lace, etc.—and have him ride in the cars and trains. Upon being offered a seat, as he probably will be, have him say very sweetly, "Thank you, but I'm getting out at the next stop;" when he leaves the train have him present the "gallant" with a small envelope containing two tickets for the showing and a card explaining:—"You are a gentleman! Here's a pair of seats and an invitation to visit the Theatre any night this week and laugh yourself purple.—CHARLEY'S AUNT."

If you think it would put the stunt over better in your town, you might substitute a woman.

"Aunts" Performance

Find all the Charley's Aunts in the various cities and pass them to the theatres. This gives opportunity for several newspaper stories, first announcement speculative of how many Charley's Aunts there are in a given city, and then a follow up story announcing that three hundred, or whatever it is, Charley's Aunts, will be the guests of the theatre Monday night, etc.

Advice to the Lovelorn

Have "Charley's Aunt" conduct an Advice to Lovelorn column in one of the daily newspapers for a week. A picture of "Charley's Aunt" should be carried daily at the top of the column.

Charley's Aunt Tea Party

A tea party on the stage for young folks to come and meet Charley's Aunt, ought to bring results.

Admission for Mittens

Just to arouse interest you might offer free admission to all persons who present at the box office a pair of old-fashioned lace mitten like those "Charley's Aunt" wears.

Limerick Contest

Offer free tickets to the people who offer the best last line to a limerick. You might get the local paper to help you on this. Here is a sample as a suggestion.

Charley's Aunt is a gay old gal,
Fond of the boys who call her pal,
There can be no doubt about it, she's
the leader of the band,
(You can meet her any day now,
she's playing at the Strand.)

If you prefer you can use this as a throwaway and request that those wishing to compete present this throwaway, signed, at the box office. Be sure to leave the fourth line blank.

LOBBY DISPLAY

Have a man, dressed in the "old-lady" costume shown on the stills and coyly covering his face with a black paper fan, sit in your lobby. A pair of conspicuous gray trousers and large-sized men's shoes should show beneath his skirt. Around him place a white cardboard frame bearing the following words, written in Brazil nuts: "STEP INSIDE AND GET ACQUAINTED WITH CHARLEY'S AUNT FROM BRAZIL WHERE THE NUTS COME FROM." You will find it very easy to make by gluing the nuts to the cardboard.

AMATEUR CONTEST

The main character of "Charley's Aunt" is the college boy made up as an eccentric old lady for the class theatricals. A good stunt would be to get a lot of amateurs to dress up as "Charley's Aunt" and have them appear on the stage. Prizes should be given the best impersonator to be chosen by vote.

This stunt would be particularly effective in college towns or places that get a college patronage. You could arrange to have the competition kept up among the several classes in one night, the next junior night and so on.

Making

itor
rel
Y'S AUNT'



the three sheets on this p
as "Charley's Aunt" in
this is an effective figure
g. Take this figure and
Aunt says 'Kick your troubles to
placing the figures in store
ces, so that they face in
other places, so that they face in
amusing.

A figure on a poster compe
By placing these in as m
the figures are running
The above sketch visualize
window, and in front of the theat

Interesting Fillers

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pictures wh
is in the cast of "Charley's
Aunt" with
Syd Chaplin now playing at
the theatre. She had her
first screen
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then it was
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"Auntie."

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about a year ago that Ideal Films

HERE TO STAY!



Charley's Aunt

with

Make-Made-In-The-Film Fun And Ten Laughs A Foot!

Making Cutouts Work For You



The three sheets on this picture have been prepared especially to lend themselves to cut out purposes. The figure shows Syd Chaplin as "Charley's Aunt" in a running position kicking up one foot to reveal the trousers under the skirt.

This is an effective figure and makes apparent both the comedy of the picture and the idea that the principal character is masquerading. Take this figure and mount it on compo board or heavy cardboard allowing the base board to bear the message; "Charley's Aunt says 'Kick your troubles to the winds and follow me to the Theatre'".

Placing the figures in store windows, at the entrance door to stores and houses, in front of lamposts, in empty lots and dozens of other places, so that they face in the general direction of the theatre, gives a vivid impression, and creates a keen interest in addition to amusing.

A figure on a poster compels attention, but that same figure cut out and mounted makes the figure really live in the minds of passersby. By placing these in as many places as possible and as close to each other as you can get them you can actually create the impression that the figures are running toward the theatre.

The above sketch visualizes for you a street in any town with these figures in front of a lot, standing against a tree, in a shop window and in front of the theatre. You can see from this the effectiveness of the cutouts if they are used in this manner.

Interesting Fillers

Mary Allen is the only newcomer to pictures who is in the cast of "Charley's Aunt" with Syd Chaplin now playing at the theatre. She had her first screen kiss in this production, and then it was from a man dressed up as "Auntie."

Brandenburg Hurst was the original Charley's Aunt when it was first produced in this country many years ago. He is now in Hollywood and was at the Christie studio to see the first scene in the film version which is now being made at the

theatre. By who played Kitty, one of the young girls in the play in England many years ago, also dropped in to the studio, only to seek the part of the Aunt.

When "Charley's Aunt" was played at a little town in England, one of the stage carpenters laughed so hard he leaned up against the bell which rang down in the middle of the first act. The scene was practically duplicated in the Christie studio while the picture was being made. A carpenter became so hilarious watching Syd Chaplin go through one of the funniest scenes, that he lost his balance and fell eighteen feet from an electric light platform above the stage.

Charlie Chaplin was the one who first suggested his brother Syd play the title role of "Charley's Aunt" which is the big laughing attraction at

Many efforts had been made previously by picture companies to secure rights

WINDOW TIE-UPS

A peach of a tie-up could be effected with a modiste in the following manner. Have her place two models (living or wax) in her window—one dressed in a ludicrously old fashioned costume similar to that worn by Syd Chaplin in the picture and the other in modern evening clothes. The latter should wear a white, marcelled bobbed wig. Display stills from the production and a large sign reading:

DON'T BE A LAUGHING STOCK
just because you're past forty!

Up-to-the-minute styles for the fastidious woman who wants to keep pace with the times.

And Speaking of Laughing—Dowitt "Charley's Aunt" is coming from the account of how your lobby should

in women's footwear and hosiery in connection with the stills showing the four women in evening gowns displaying their silk hose. It's a wow, so be sure and take advantage of it. Other dandy tie-ups can be made with the stills on women's afternoon and evening frocks, men's clothing, flowers, pearls, bracelets, vanity cases, etc.

THROWAWAYS

If you cared to go to the expense, which would certainly be small indeed, it would be a good idea to have each throwaway attached to a brazil nut by a bit of red ribbon. No one would be apt to merely glance at it and drop it and it couldn't fail to create interest. The illustration printed herewith shows you the most economical and most attractive method to employ. Given these nuts, people will not only pocket them and take them home, but they will be the subject of much amused conversation resulting in the most valuable of all advertising—word of mouth publicity.

If you do not wish to do this you might have paper throwaways cut nut-shaped. With these you could go into greater detail, giving the name of the theatre, play dates, etc. Any of the following suggestions would serve well.

SYD CHAPLIN
 as
 "CHARLEY'S AUNT"
 From Brazil Where The Nuts Come From
 Based on the Famous Farce That
 Has Kept the Whole World In
 An Uproar for Thirty-three
 Years
 DOWN IN THE MOUTH?
 Kill that grouch!
 Run over to see the funniest feature

Regards from
 Charley's Aunt
 from Brazil (where the
 Nuts come from)
 meet me at

"Aunts" Performance

Find all the Charley's Aunts in the various cities and pass them to the theatres. This gives opportunity for several newspaper stories, first announcement speculative of how many Charley's Aunts there are in a given city, and then a follow up story announcing that three hundred, or whatever it is, Charley's Aunts, will be the guests of the theatre Monday night, etc.

Advice to the Lovelorn

Have "Charley's Aunt" conduct an Advice to Lovelorn column in one of the daily newspapers for a week. A picture of "Charley's Aunt" should be carried daily at the top of the column.

Charley's Aunt Tea Party

A tea party on the stage for young folks to come and meet Charley's Aunt, ought to bring results.

Admission for Mittens

Just to arouse interest you might offer free admission to all persons who present at the box office a pair of old-fashioned lace mittens like those "Charley's Aunt" wears.

Limerick Contest

Offer free tickets to the people who offer the best last line to a limerick. You might get the local paper to help you on this. Here is a sample as a suggestion.

Charley's Aunt is a gay old gal,
Fond of the boys who call her pal,
There can be no doubt about it, she's
the leader of the band,
(You can meet her any day now,
she's playing at the Strand.)

If you prefer you can use this as a throwaway and request that those wishing to compete present this throwaway, signed, at the box office. Be sure to leave the fourth line blank.

LOBBY DISPLAY

Have a man, dressed in the "old-lady" costume shown on the stills and coyly covering his face with a black paper fan, sit in your lobby. A pair of conspicuous gray trousers and large-sized men's shoes should show beneath his skirt. Around him place a white cardboard frame bearing the following words, written in Brazil nuts: "STEP INSIDE AND GET ACQUAINTED WITH CHARLEY'S AUNT FROM BRAZIL WHERE THE NUTS COME FROM." You will find it very easy to make by gluing the nuts to the cardboard.

AMATEUR CONTEST

The main character of "Charley's Aunt" is the college boy made up as an eccentric old lady for the class theatricals. A good stunt would be to get a lot of amateurs to dress up as "Charley's Aunt" and have them appear on the stage. Prizes should be given the best impersonator to be chosen by vote.

This stunt would be particularly effective in college towns or places that get a college patronage. You could arrange to have the competition kept up among the several classes in one night session, the next junior night and so on.

HERE TO STAY!



"Charley's Aunt" with Syd Chaplin

The play made a millionaire of the author. The picture will make you richer by a thousand wholesome, hearty laughs. The screen has never before offered so full an evening of hilarious entertainment and care-free fun as "Charley's Aunt" brings to you.

To see it is to laugh and to laugh is to be happy. You'll lose your cares and worries in the maze of riotous comedy this picture brings to you. You'll climb the exalted heights of farce with the inimitable Syd and regret the homecoming when the film is concluded.



Producers Distributing
CORPORATION

PALACE THEATRE

Three Column Ad Cut or Mat No. 5

This is an effective figure quering. Take this figure and Aunt says "Kick your troubles to placing the figures in store other places, so that they face in amusing figure on a poster comp

By placing these in as n sersby. the figures are running the above sketch visualiz window and in front of the theat

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Charlie Chaplin was the one who first suggested his brother Syd play the title role of "Charley's Aunt" which the big laugh attraction at

Many efforts had been made previously by picture companies to secure rights to film "Charley's Aunt," but it was only a year ago that Ideal Film Limited, of London was finally able to secure the rights from the estate of the late author, Brandon Thomas, paying ninety thousand pounds for the deed.

Because of their previous success with comedies, the Christie Film Company of Hollywood was selected to feature the work on this comedy classic. Upon viewing the finished production local theatres and expressions of admiration at the perfection which their amazement.

James E. Page who plays the part of Spettig in the screen version of "Charley's Aunt" which starts a long engagement at the theatre. has been playing the part for the past twelve years and has been playing the part for the past twelve years. He was the most capable person that could be secured to complete the work in Hollywood he has returned to England to resume his part with the stock company with whom he has been playing continuously for the past four years.

One of the stock companies playing "Charley's Aunt" which has now been bought to the screen by the Christie Theatre next week, found it expedient to include in their troupe, a practical nurse who was equipped with a first aid kit to meet emergencies. During their tour a great many women have been carried from the theatre, hysterical, and the company found it difficult to find any medical aid especially in the small towns.

Chaplin as "Charley's Aunt" in a running position kicking up one foot to reveal the trousers under the skirt. This is an effective figure and makes apparent both the comedy of the picture and the idea that the principal character is masquerading. Take this figure and mount it on compo board or heavy cardboard allowing the base board to bear the message; "Charley's Aunt says 'Kick your troubles to the winds and follow me to the Theatre'".

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DON'T BE A LAUGHING STOCK
just because you're past forty!

Up-to-the-minute styles for the fastidious woman who wants to keep pace with the times.

And Speaking of Laughing—Dowling
CHAPLIN as "CHARLEY'S AUNT" comes from the lobby show idea of how your lobby show

in women's footwear and hose in connection with the stills showing the four women in evening gowns displaying their silk hose. It's a wow, so be sure and take advantage of it.

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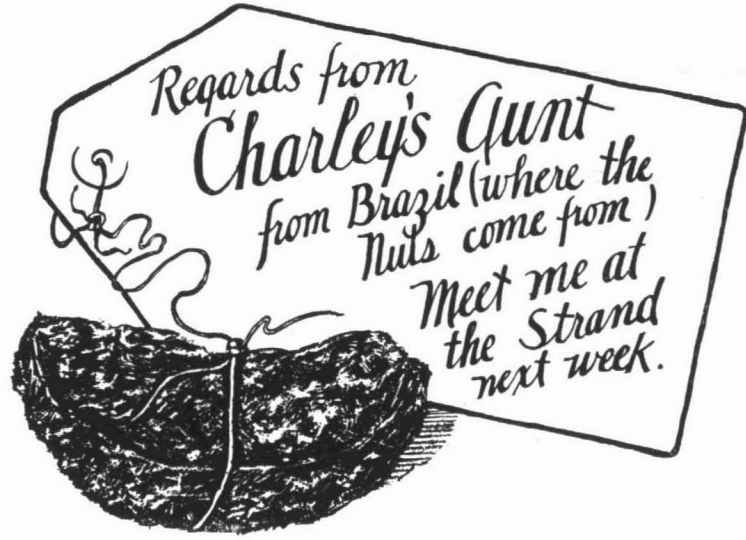
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"CHARLEY'S AUNT"
From Brazil Where The Nuts Come
From
Based on the Famous Farce That
Has Kept the Whole World In
An Uproar for Thirty-three
Years
DOWN IN THE MOUTH?
Kill that grouch!
Run over to see the funniest feature
farce ever made
"CHARLEY'S AUNT"
(from Brazil where the Nuts come
from)
with SYD CHAPLIN
at the _____ Theatre
WANNA LAUGH YOUR HEAD
OFF?
See
SYD CHAPLIN
as
"CHARLEY'S AUNT"
from Brazil Where the Nuts Come
From
at the _____ Theatre.

FAN THROWAWAYS
A good throwaway appealing to the kids would be a "Charley's Aunt" fan with lettering imprinted.
at the _____ Theatre.



HANDKERCHIEFS:
Have some small muslin or paper squares printed thus: Cry rag to dry the laugh tears when you see Syd Chaplin as "Charley's Aunt" at the Strand Theatre. You might distribute these at the box office. They will create a sensation.

TAGGED SAFETY PINS:
Get some large safety pins and attach to them these tags: "To keep you from splitting your sides when you see Syd Chaplain as 'Charley's Aunt'! Coming to the Capitol for an unlimited run." These are cheap and easy to distribute.

Unless You Are Hysteric-Proof

You better not see "CHARLEY'S AUNT" with SYD CHAPLIN. FUNNY? WHY, man, that word is as weak as prohibition beer when you use it to try to describe this picture. It's nothing short of an hysterical spasm. Before it's half over you'll be gasping for breath and wishing you could get a minute to catch up with the laughs.

NOW RIALTO THEATRE PLAYING

A Sure Money Maker And A Go The Funniest Comed

A Classified Ad

In arranging your ad budget provide for a special space in the lost and found columns but box your ad so that it stands out above the others. Here is the general idea.

LOST: On Monday, in the Strand Theatre, a bright green taffeta petticoat dropped by "Charley's Aunt" as she hastened to escape the admiring crowd that surrounded her. Petticoat cherished for sentimental reasons being in the possession of the owner almost forty years. Finder please return to box office of Strand. Reward: Pair of tickets to theatre.

NEWSPAPER CONTEST

You could incite a great deal of interest in the picture and get a lot of publicity for your theatre by getting your editor to run a "best letter" contest on the subject:

HOW I MADE AN OPPORTUNITY TO PROPOSE
TO THE GIRL WHO IS NOW MY WIFE

EMBARRASSING SITUATIONS THAT AROSE
WHEN A FRIEND OF MINE TRIED HIS HAND
AT FEMALE IMPERSONATION

In either case, have the editor mention in his announcement and comment on the contest that "all the hilarity in 'CHARLEY'S AUNT,' the current attraction at the _____ Theatre, is born of just such a situation."

FOR THE LOBBY

Somewhere you should be able to locate an old piano that has lost every trace of sweet tones. Hire it and install it in the lobby getting a man or woman dressed as "Charley's Aunt" to play old songs on it. Just before the evening performances you might get several young boys to gather round the instrument and sing old college songs.

SEE

The World's Funniest Motion Picture



Charley's Aunt

with
Syd Chaplin

Producers Distributing
CORPORATION

Adapted from
the hilarious

YOU CAN TELL THE IS A WINNER

Here's one you can shout and yell about. Never a better opportunity to go out with a motion picture and the public has been talking about for forty years. It cleaned up making money. It is without doubt the biggest prize the feature comedy.

Like all big pictures, however, you've got to tell them all that "Charley's Aunt" is coming. Take extra space in your newspaper with this one because it's the kind of entertainment your patrons are looking for more.

All the vast resources of the Christie Film Company have been put to a super-cast, and Charley's brother SYD CHAPLIN in the starring role where the nuts come from."

It's up to you to tell the world about this. The producers have smashing full-page ads in the leading fan publications of huge national circulation.

But don't neglect your part. Get ready—"the elephants are coming" maker you've had in years.

GET BEHIND "CHARLEY'S AUNT" WITH A BIG CAMPAIGN

THIS STREET BALLYHOO WILL



Here's a ballyhoo that will bring big results.

Have a man dressed in a costume similar to that worn by "Charley's Aunt" in the lobby of your town.

He should gather his skirts up on one side, displaying a pair of board sign to his back or have him carry a valise with the following

"I'M CHARLEY'S AUNT FROM BRAZIL - WHERE THE NUTS COME FROM"

If you're strong enough to laugh for an hour -

Meet me at the _____

If you prefer, you might have the skirt "hiked" up and pinned, to always bearing the above copy. It's a good stunt either way.

A SNAPPY PROLOGUE

If you are interested you can probably get a free prologue by running a contest. Prizes will be given to the men who can best get themselves up to resemble "Charley's Aunt". Contestants shall be required to give their impressions of how "Auntie" would sing, and be permitted to act as judges.

A MILLION DOLLAR CHANCE TO THE CROSS WORD PUZZLE

Everybody is cross word puzzle mad. Anything that savors of a puzzle seems able to attract attention. Here is a puzzle that has been prepared to help you exploit "Charley's Aunt". Use it either as a herald, having your printer make it for you from the available mats, as a newspaper contest stunt, or as a program reader. It has been arranged so that you can suit it to your own purposes.

The first illustration shows a cut of the puzzle, and under it the key to the

and A Good-Will Builder— Comedy Success Ever Screened

ALL THE WORLD THIS ONE A Teaser Stunt that will Bring Results WINNER AND MEAN IT.

ed yell about. Never
a motion picture and
erty years. It cleaned
the biggest prize the

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up. This is a piece of entertainment that the
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has ever offered in the way of material for

you've got to tell them al it it. Plaster the town with paper announcing
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of entertainment your pat are going to eat up and then come back

Christie Film Company hav been put behind this production—Lavish sets,
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Reading Across:

1. First word of title of famous stage farce.
2. What a good picture gets at the theatre.
3. Name of a famous American

Want to jazz up the public? Want to get them so curious they will be impatient for the showing dates? Want to get them clamoring for admission at every performance? Use this suggested teaser campaign. They'll read the first one and laugh. They'll wait impatiently for the next one. They'll talk about the campaign, they'll talk about the picture. By the time the picture makes its appearance they'll be all keyed up for a howling good time.

The campaign is planned as a follow-up, day by day affair. If your mailing list warrants the expense have the teasers printed on post cards, one message on each card, and send them out day by day to the same people.

If that method won't suit your purposes, have signs printed with the different messages and post them in front of your theatre and around the town, in regular succession. Or have sandwich men parade the streets for seven days wearing different signs every day. The campaign's a wopper, if you put the proper punch behind it.

Get the Spare Room Ready—

We have just received a wire that "Charley's Aunt from Brazil" will be in town next week. Now, go easy on the dear old lady, don't all crowd to see her at one time.

We Hate to Talk About Anyone But—

"Charley's Aunt from Brazil" is the funniest thing we have ever seen. Why, my dear, she wears a little black bonnet, hooped skirts, and, would you believe it, black lace mittens. Stop at the Strand and see her. You'll laugh till your sides ache.

Have You Heard the News?

"Charley's Aunt from Brazil" wears trousers under her dress! All Main Street saw them the other day when she stepped on the street car. There's some mystery about that woman. Everybody's talking about her. Better run down to the Strand and have a look at her yourself.

A Mean Pair of Dogs!

The man at the shoe store told us he sold a pair of shoes to "Charley's Aunt" the other day and believe it or not, she wears a size ten shoe. Some dainty little paddles, those! Drop in at the Criterion next week and get a look at them.

Every Man For Himself!

The management of the Rialto Theatre takes this means of warning the people of Hopkinsville that unless they are hysterics-proof, unless they can stand the strain of laughing

as she hastened to escape the admiring crowd that surrounded her. Petticoat cherished for sentimental reasons being in the possession of the owner almost forty years. Finder please return to box office of Strand. Reward: Pair of tickets to theatre.

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The World's Funniest Motion Picture



Charley's Aunt

with
Syd Chaplin

Producers Distributing
CORPORATION



Adapted from the hilarious stage farce that started its run thirty-three years ago, this is unquestionably the funniest comedy ever screened. It cost a fortune to bring it before the movie public but it is a fortune wisely spent.

No child is too young, no man too old to roar with laughter at the delightful antics of the inimitable Syd Chaplin and his staff of fun provokers, in the most wholesome and humorous comedy ever known to the

making money. It is without doubt the biggest prize the a feature comedy.

Like all big pictures, however, you've got to tell them about it. Play that "Charley's Aunt" is coming. Take extra space in your newspapers. with this one because it's the kind of entertainment your patrons are g for more.

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WHERE THE NUTS C

If you're strong enough to laugh for an hour

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Here's our idea of how you can use it for contests offering eit admission tickets as prizes. Since the puzzle is easy to solve you the number of winners in some way. Perhaps you might cut it a first ten or fifteen persons who present the correct solution at the

The stunt of having them bring the solutions to the box office presents special opportunity for getting these people as patrons. Lured by the poster and an attractive lobby which in some way exploits the picture t tempted to see the picture, their curiosity piqued by the suggestion s intimate by the posters and display.



years. It cleaned up. This is a piece of entertainment that has ever offered in the way of material for
I've got to tell them about it. Plaster the town with paper announcing
extra space in your newspapers. Don't be afraid to step on the gas
entertainment your patrons are going to eat up and then come back
stie Film Company have been put behind this production—Lavish sets,
YD CHAPLIN in the tellar role as "Charley's Aunt from Brazil"
about this. The fan publication: ers have helped you by running a series of
et ready—"the national circulation.
S AUNT" V. are coming" for this is the biggest money-

ALLYHOO! WILL BRING 'EM IN



ing big results. "Charley's Aunt," parade around the streets
ume similar to that worn pair of trousers. Either attach a small card-
on one side, displaying following cc painted on it:
CHARLEY'S AUNT FROM BRAZIL
HERE THE NUTS COME FROM
strong enough to laugh for an hour—
me at the Theatre."

the skirt "hiked" up and pinned, to enable the man to distribute throw-
a good stunt either way

SNAPPY PROLOGUE

probably get a free prologue by running a masquerade contest at which
an best get themselves up to resemble Charley's Aunt. The contestants
ssions of how "Auntie" would sing, dance and walk with the audience

LLAR CHANCE TO CASH IN ON SS WORD PUZZLE CRAZE

1. Anything that savors of cross words
puzzle that has been prepared especially
it either as a herald, having your own
ble mats, as a newspaper contest stunt,
ranged so that you can suit it to your
the puzzle, and under it the key to the
which you can use after the contest has
it for contests offering either cash or
puzzle is easy to solve you must limit
Perhaps you might cut it down to the
the correct solution at the box office.
e solutions to the box office presents a
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way exploits the picture they may be
ity piqued by the suggestion s intimidated



Reading Across:

1. First word of title of famous stage farce.
2. What a good picture gets at the theatre.
3. Name of a famous American general.
4. Cup (Scotch).
5. Initials of famous comedy director.
6. Initials of prominent comedy producer.
7. Yes (Italian).
8. What the dentist does.

Reading Down:

1. Last name of comedy producers.
9. A relative. Part of title of new movie.
10. What Mark Twain was noted for.
11. Initials of famous comedy star.
12. Elongated fish.
13. Initials of prominent distributing company.



one and laugh. They'll wait impatiently for the next one.
They'll talk about the campaign, they'll talk about the pic-
ture. By the time the picture makes its appearance they'll
be all keyed up for a howling good time.

The campaign is planned as a follow-up, day by day
affair. If your mailing list warrants the expense have the
teasers printed on post cards, one message on each card,
and send them out day by day to the same people.

If that method won't suit your purposes, have signs
printed with the different messages and post them in front
of your theatre and around the town, in regular succession.
Or have sandwich men parade the streets for seven days
wearing different signs every day. The campaign's a wop-
per, if you put the proper punch behind it.

Get the Spare Room Ready —

We have just received a wire that "Charley's
Aunt from Brazil" will be in town next week.
Now, go easy on the dear old lady, don't all
crowd to see her at one time.

We Hate to Talk About Anyone But—

"Charley's Aunt from Brazil" is the funniest
thing we have ever seen. Why, my dear, she
wears a little black bonnet, hooped skirts, and,
would you believe it, black lace mittens. Stop
at the Strand and see her. You'll laugh till
your sides ache.

Have You Heard the News?

"Charley's Aunt from Brazil" wears trousers
under her dress! All Main Street saw them
the other day when she stepped on the street
car. There's some mystery about that woman.
Everybody's talking about her. Better run
down to the Strand and have a look at her
yourself.

A Mean Pair of Dogs!

The man at the shoe store told us he sold a
pair of shoes to "Charley's Aunt" the other day
and believe it or not, she wears a size ten shoe.
Some dainty little paddles, those! Drop in at
the Criterion next week and get a look at them.

Every Man For Himself!

The management of the Rialto Theatre
takes this means of warning the people of Hop-
kinsville that unless they are hysterics-proof,
unless they can stand the strain of laughing
continuously for an hour and a half, and unless
they are sure there is no danger of swallowing
their false teeth, they should under no circum-
stances see "Charley's Aunt."

Whereas Sic Nostrum Cod Liver Oil:

Be it known to all here assembled and un-
assembled that the management of the Rivoli
Theatre hereby disclaims all responsibility for
split sides, bursted buttons, loss of false teeth
or dignity, sustained by patrons who come to
the theatre to meet "Charley's Aunt from
Brazil where the nuts come from." She will be
at home to the general public during the next
two weeks starting Monday. The management
also disclaims responsibility for injuries sus-
tained by the public while crowding to obtain
admission to meet the dear old lady.

...a situation."

FOR THE LOBBY

Somewhere you should be able to locate an old piano that has lost every trace of sweet tones. Hire it and install it in the lobby getting a man or woman dressed as "Charley's Aunt" to play old songs on it. Just before the evening performances you might get several young boys to gather round the instrument and sing old college songs.

SEE

The World's Funniest Motion Picture



Enough to make
a cat laugh



Charley's Aunt

with
Syd Chaplin

Producers Distributing
CORPORATION



Adapted from the hilarious stage farce that started its run thirty-three years ago, this is unquestionably the funniest comedy ever screened. It cost a fortune to bring it before the movie public but it is a fortune wisely spent.

No child is too young, no man too old to roar with laughter at the delightful antics of the inimitable Syd Chaplin and his staff of fun provokers, in the most wholesome and humorous comedy ever known to the stage or adapted to the screen.

This is no ordinary comedy. Here is farce of the highest order with its scintillating humor magnified by its transference to the screen.

Playing Afternoon and Evening
STRAND THEATRE

THIS STREET BALLYHOO



Here's a ballyhoo that will bring big results. Have a man dressed in a costume similar to that worn of your town.

He should gather his skirts up on one side, displaying board sign to his back or have him carry a valise with the

"I'M CHARLEY'S AUNT FROM BRAZIL - WHERE THE NUTS COME FROM"

If you're strong enough to laugh for an hour

Meet me at the

If you prefer, you might have the skirt "hiked" up and pinned, to always bearing the above copy. It's a good stunt either way.

A SNAPPY PROLOGUE

If you are interested you can probably get a free prologue by prizes will be given to the men who can best get themselves up to resemble shall be required to give their impressions of how "Auntie" would sing permitted to act as judges.

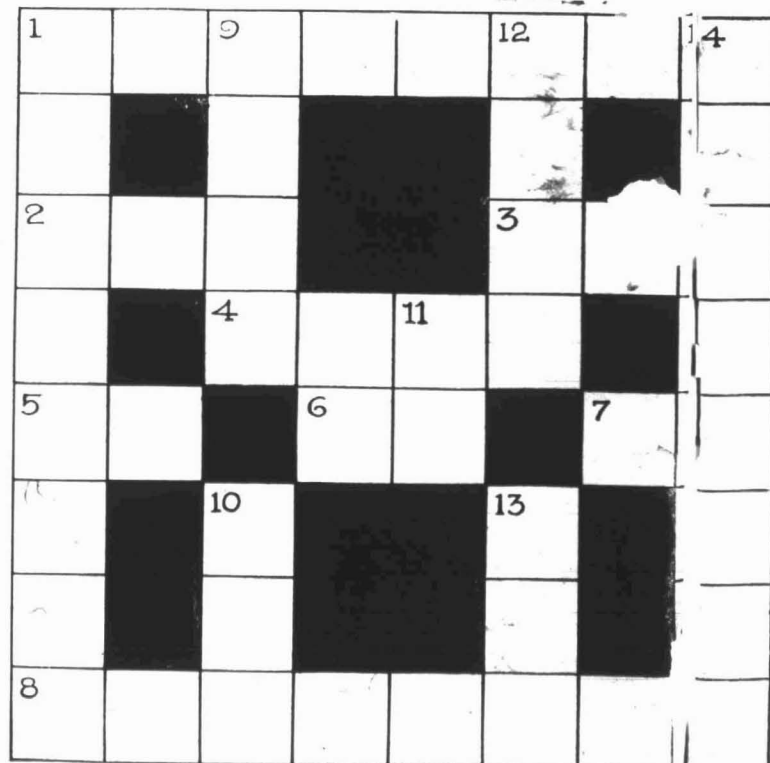
A MILLION DOLLAR CHANCE TO THE CROSS WORD PUZZLE

Everybody is cross word puzzle mad. Anything that savors of seems able to attract attention. Here is a puzzle that has been prepared to help you exploit "Charley's Aunt" Use it either as a herald, having your printer make it for you from the available mats, as a newspaper contest stunt, or as a program reader. It has been arranged so that you can suit it to your own purposes.

The first illustration shows a cut of the puzzle, and under it the words. The other cut is the solution which you can use after the contest has been closed.

Here's our idea of how you can use it for contests offering either cash or admission tickets as prizes. Since the puzzle is easy to solve you must limit the number of winners in some way. Perhaps you might cut it down to the first ten or fifteen persons who present the correct solution at the box office.

The stunt of having them bring the solutions to the box office presents a special opportunity for getting these people as patrons. Lured by the posters and an attractive lobby which in some way exploits the picture they may be tempted to see the picture, their curiosity piqued by the suggestion is intimidated by the posters and display.



Two Column Puzzle Cut or Mat Available
At All Exchanges



ring big results.
tume similar to that worn
p on one side, displaying
carry a valise with the
CHARLEY'S AUNT
HERE THE NUTS C
strong enough to laugh
me at the

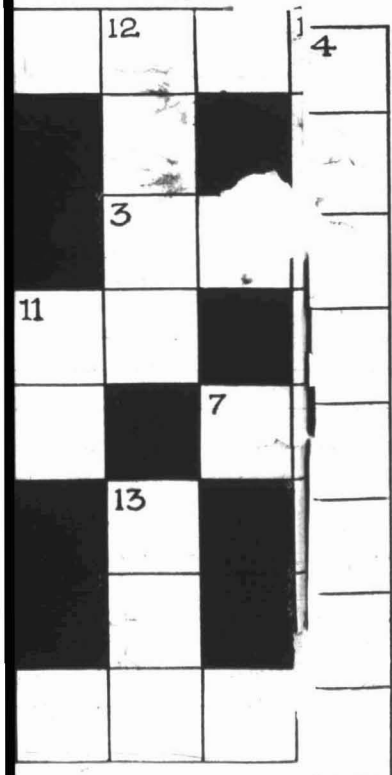
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Theatre."

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10. What Mark Twain was noted for.
11. Initials of famous comedy star.
12. Elongated fish.
13. Initials of prominent distributing company.



One Col. Answer Cut or Mat

A TEASER

What Relation was Mrs. Briggs to Charley Briggs?
Charley Briggs' father's wife was a sister to Johnny Briggs' father's wife. What relation was Johnny Briggs' father's wife to Charley?

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Have You Heard the News?

"Charley's Aunt from Brazil" under her dress! All Mai the other day when she ste car. There's some mystery Everybody's talking about down to the Strand and l yourself.

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Whereas Sic Nostrum Cod Liver Oil:

Be it known to all here assembled and un-assembled that the management of the Rivoli Theatre hereby disclaims all responsibility for split sides, bursted buttons, loss of false teeth or dignity, sustained by patrons who come to the theatre to meet "Charley's Aunt from Brazil where the nuts come from." She will be at home to the general public during the next two weeks starting Monday. The management also disclaims responsibility for injuries sustained by the public while crowding to obtain admission to meet the dear old lady.

Don't Push, Folks!

You'll kill the old lady if you pile in that way again. Why last night poor old "Charley's Aunt from Brazil" was almost crushed to death in the crowd that tried to get to see her at the Capitol. Take it easy. We've made her promise to stay another week so you can all get a chance to see her at least once.

The World's Funniest Mot Make Your Box-Office

(An Advance Program Reader to Provoke the Curiosity of Your Patrons)

"CHARLEY'S AUNT"

with
SYD CHAPLIN

Charley and Jack were fiercely in love but they couldn't get the sweet young things alone long enough to propose.

So when they learned that "Charley's Aunt from Brazil where the nuts come from" was going to pay them a visit, they gave three rousing cheers and invited the girls for luncheon.

The girls arrived, and so did a wire from "Auntie" saying she'd be delayed. The boys were panic-stricken. They knew the girls wouldn't stay without a chaperone.

Then "Babbs" on his way to a play rehearsal dropped in, adorned in curls, bonnet and black taffeta and looking for all the world like a dear little old lady. The boys grabbed him and hastily introduced him as "Charley's Aunt."

Did the girls fall for "Auntie?" We'll say they did!

Then follows a host of embarrassing situations which make some of the most hilarious comedy ever shown on the screen.

If you fail to see "Charley's Aunt," you're missing the funniest stage farce ever written—it "tickled" audiences of the theatre thirty-three years ago and has been tickling them ever since! It's a scream!

*The Funniest
Man in Pictures
Is A Woman!
And He's Some
Nifty Queen*



"CHARLEY'S AUNT" UNIVERSAL FARCE

Screen Version of Riotous Hit
Has Syd Chaplin in
Title Role

The screen version of the internationally famous farce "Charley's Aunt," by Brandon Thomas will be the feature attraction at the Theatre for beginning. Syd Chaplin has the title role and the supporting cast is composed of players of wide repute.

As a stage play "Charley's Aunt" has already grossed over three million dollars and holds the money-making record for the stage. It has been produced in

every civilized country in the world which, in addition to giving it an international reputation, has established it as a play with the basic qualities of farce comedy that can be appreciated and understood in any language.

"Charley's Aunt" was first produced at Bury St. Edmunds in Suffolk in 1892 with W. S. Penley starring, and was then brought to London, playing first at the Royalty Theatre and then at the Globe where it ran continuously for four years a total of 1466 performances. The fame of "Charley's Aunt" spread far and wide and seven touring companies started out through the provinces. Several companies are still touring with it in England, and each year it is put on in London where it is one of the "draws" of the holiday season.

Some of the great stage stars who have played in "Charley's Aunt" were the original W. S. Penley, who is said to have made a million and a half dollars out of it; Lyn Harding, Brandon Thomas, Miss Nina Boucicault, Julian Royce, Reeves Smith and A. E. Matthews. It was first played in America by Girardot.

The Christies gave this picture an especially elaborate production and it is said to be the funniest feature that the screen has offered this season.

Charley's Aunt
with
Syd Chaplin
Producers Distributing
CORPORATION
Now Playing
at the
REPUBLIC
Enough to
make a cat
laugh

READ WHAT AN UNBIAS

Many of the most important ex-itors throughout
lishes each week, a few "hard-boiled" release reviews
almost invariably written in a frankly cal vein, and

It is quite evident, however, tha Times review
the heading "A Real Comedy" he dev more than a

"No doubt has ever, perhaps, ested of Chaplin's
vince even the most skeptical. It is fa and away the fir
closed in years. It places him well at the top of the list

"Charley's Aunt is the type of p, that will delig
revives, pristinely, its mirth. For spang comedy of th

"The adeptness with which the players fit into the
of the part, and the performances indivdually are very w

"Chaplin, especially, quite outdoss himself in the re
personation both amusing and convincing."

IDEAS!

And How To Put Them Over

VISITING CARDS:

The visiting card stunt isn't a new one but it's an effective one and never fails to create the much coveted word of mouth publicity. These should be printed to appear like the personal cards of "Charley's Aunt." Then in script type there should be this message: "Called to see you and you weren't in. Drop in to see me at the Strand this week."

You can get two or three people to slip these under the front doors of all the houses in your neighborhood.

CIGAR NOVELTY:

Make a fifty-fifty proposition with some local cigar dealer to have facsimili cigars made of paper. One side can carry the ad of the retailer while the reverse side should exploit your showing by a picture of "Charley's Aunt" smoking a cigar and a message to this effect:

"Try one of my brand and let me know how you like it. I'll be at the Cameo Theatre all this week. 'Charley's Aunt'

vertising for this store. This is especially recommended if you expect to give the picture a long run.

KIDS CAN HELP YOU:

The accompanying sketch shows you the three sheet or twenty-four sheet cutout mounted on cardboard or heavy card board. You could



STICKERS:

To attach to your letters, post cards, programs, to distribute to the merchants to be used on all packages, for auto windshields, to give away to kids with the understanding that they



will paste them in all parts of the town, for dozens of other uses these stickers are ideal. You can secure them from your exchange upon receipt of a special order for them.

PARKING SIGN:

Charley's Aunt says
Kick your troubles to
the wind and follow me
THEATRE

easily enlist the aid of several d
kids with toy speed wagons, k
cars and the allow you to ke, by getting the
cart. They vount a cutout on
the idea and vould be delighted
proudly exhibould parade the st
sion. By taking iting this new po
sections of the the kids from va
see that you town you can re
tire town covould soon have the
which, by first ered with walking
attention of the attracting the env
will then compe
elders.

FALSE FACE:

If you expect to give this 'sp

Best Motion Picture Will Box-Office Receipts Soar Skyward

AT AN UNBIASED CRITIC SAYS OF "CHARLEY'S AUNT"

Important ex-itors throughout the country subscribe to the Los Angeles Times for the reason that this paper pub-
ard-boiled" p-release reviews of new pictures. Being uninfluenced by motion picture advertising, these reviews are
in a frankly cal vein, and are often not favorable to the picture under discussion.

however, the Times reviewer must have had a thoroughly enjoyable time in previewing "Charley's Aunt." Under
edy" he dev more than a page to high praise of this comedy feature, saying among other nice things:

, perhaps, existed of Chaplin's prowess as a comedian, and if it did his performance in "Charley's Aunt" would con-
ical. It is far and away the finest work he has ever done. His characterization is one of the funniest the screen has dis-
him well at the top of the list of the few really gifted fun makers.

the type of p that will delight any audience. While the stage play was written almost forty years ago, the picture
h. For sparkling comedy of the first water nothing has been produced this past year that approaches it.

h which the players fit into their screen characters is remarkable. Each seems ideally cast regardless of the importance
mances individually are very well done, while the players' work together is equally notable.

, quite outdoes himself in the role of the 'dear sweet old aunt from Brazil, where the nuts come from,' and makes the im-
and convincing."

E A S !

Put Them Over

vertising for store. This is especi-
ally recommended if you expect to
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The accompanying sketch shows
you the three sheet or twenty-four
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Charley's Aunt says—
Kick your troubles to
the winds and follow me
to the THEATRE

easily enlist the aid of several dozen
kids with toy speed wagons, kiddie
cars and the like, by getting them to
allow you to mount a cutout on each
cart. They would be delighted with
the idea and would parade the streets
proudly exhibiting this new posses-
sion. By taking the kids from various
sections of the town you can readily
see that you would soon have the en-
tire town covered with walking ads
which, by first attracting the envy of
the other kids, will then compel the
attention of the elders.

FALSE FACES:

If you expect to give this 'special'

THIS TYPE TEASER CAMPAIGN WILL HELP YOU

Here are three walloping teaser campaigns. Whichever you use, begin it a week before your play
date; there is one for each day. This production is worth a bigger ad than the usual teaser campaign,
and this type of material is just what you need. It is good for mailing
purposes as well as for the newspapers and will also serve you well
for poster and handbill uses. You might find among these sugges-
tions a line that will serve well for catchline purpose or one which
may, perhaps, give you an idea for a novel stunt.

1. **My Dear!**
Have you heard about Charley's
Aunt?
2. **We Hate To Talk About Anyone
But—**
Charley's Aunt is a scream!
3. **We've Just Found Out That—**
Charley's Aunt is from Brazil
where the nuts come from!
That accounts for it!
4. Charley's Aunt says if there are
any young men who don't know
how to propose, they'd better
come to see her. She might be
helpful.
5. As Beatrice Lillie said:
"There's Life In The Old Girl
Yet!"
Charley's Aunt is a wow!
6. Charley's Aunt says she may not
be as young as she used to be,
but she's still a great entertainer
—and she'll prove it too, on Sun-
day.
7. The funniest laughing hit ever
screened

"CHARLEY'S AUNT"

—With Syd Chaplin—

From the Farce that's been running
for thirty-three years. Begins a
run at the
Theatre tomorrow.
You'll laugh 'til you cry—It's A
Knockout.

**Can She Trip The
Light Fantastic?**

Just Watch Her.

Some Stepper She Is!

**All This Week at the
STANDARD**



1. **She Might Be Somebody's Mother**
but she's only CHARLEY'S
AUNT!
2. **She's Getting On In Years**
but CHARLEY'S AUNT'S as
frisky as a colt!
3. **No Reflection**
on the dear old thing—
But CHARLEY'S AUNT is from
Brazil where the nuts come from!
4. **She's A Girl In A Million Is**
Charley's Aunt!
5. **Light Of Heart—Light Of Head**
CHARLEY'S AUNT will never
grow old!
6. **Is That Nice!**
Visiting an old lady and laugh-
ing in her face!
But CHARLEY'S AUNT says
she likes it—so keep Sunday open
and call on the old girl!

"CHARLEY'S AUNT"
with
Syd Chaplin

The funniest farce ever written
It has an hysterical history and will
tickle you pink!

Coming to the
Theatre tomorrow.

1. What is the funniest farce ever
written?
"CHARLEY'S AUNT."
2. What play has been running for
thirty-three years?
"CHARLEY'S AUNT."
3. The play that had three genera-
tions laughing—Now A Motion
Picture.
"CHARLEY'S AUNT."
4. The screen rights of what play
cost One Hundred Thousand
Dollars?
"CHARLEY'S AUNT."
5. What is the greatest laughing
feature ever filmed?
"CHARLEY'S AUNT."
6. What is the funniest screen per-
formance ever given?

Syd Chaplin as
"CHARLEY'S AUNT"

"CHARLEY'S AUNT"
With Syd Chaplin

The greatest laughing hit in the his-
tory of the screen. Will begin a
run at the
Theatre tomorrow. A picture for
aunts, uncles, mothers, fathers and
the whole darn family!

Catch Lines For All Imaginable Uses

"Charley's Aunt" as a play made folks laugh for thirty-three years;
as a film it's the funniest movie ever made.

I'm "Charley's Aunt" from Brazil where the nuts come from.

"Charley's Aunt"—funny enough to make a cat laugh.

"Charley's Aunt"—with more laughs than the Navy has beans.

"Charley's Aunt"—the funniest old lady who ever wore frouzers.

"Charley's Aunt" was no ordinary woman, "she" wore skirts and
trousers both.

The greatest comedy chase ever filmed—with Syd Chaplin in
skirts and Spettigue close behind—with his breath in short pants.

Did the girls fall for "Auntie?" We'll say they did!

Then follows a host of embarrassing situations which make some of the most hilarious comedy ever shown on the screen.

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The Funniest Man in Pictures Is A Woman! And He's Some Nifty Queen



One Col. Ad Cut or Mat No. 1

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Trailers Build Business

National Screen Service, Inc., furnishes good trailers on all Producers' Distributing Corporation Pictures.

On all releases National Screen Service has a Service trailer consisting of main titles, carefully selected scenes and animated sales and subtitles.

Their prices are as follows:

REGULAR TRAILERS

During the first four months of release, \$3.50. (Invoiced at \$5.00, refund of \$1.50 if returned within two weeks.)

Four months after release date, \$1.50. (Invoiced at \$2.50, refund of \$1.00 if returned within two weeks.)

DE LUXE TRAILERS

On certain special productions National Screen Service has a De Luxe trailer consisting of 200 feet of beautiful art titles and scenes. This is in every respect a quality article worthy of the production it advertises.

To non-subscribers of National Screen Service, \$7.50 net. (Invoiced at \$12.50, refund of \$5.00 if returned within two weeks.)

To subscribers of National Screen Service, \$5.00 net.

You can secure a Complete Regular Trailer Service on all productions at nominal monthly service charge.

The following Producers Distributing Corporation exchanges have these trailers in stock:

ATLANTA	DALLAS	DENVER
MINNEAPOLIS	OMAHA	SEATTLE

Ask the booker at any of these exchanges, or order direct from National Screen Service, Inc.

126 WEST FORTY-SIXTH STREET, NEW YORK
845 SOUTH WABASH AVENUE, CHICAGO
917 SOUTH OLIVE STREET, LOS ANGELES, CAL.

You Can Get an Excellent Service Trailer On

"CHARLEY'S AUNT"

WIRE OR WRITE, GIVING EXACT PLAY DATES

IDEAS! And How To Put Them Over

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You can get two or three people to slip these under the front doors of all the houses in your neighborhood.

CIGAR NOVELTY:

Make a fifty-fifty proposition with some local cigar dealer to have facsimili cigars made of paper. One side can carry the ad of the retailer while the reverse side should exploit your showing by a picture of "Charley's Aunt" smoking a cigar and a message to this effect:

"Try one of my brand and let me know how you like it. I'll be at the Cameo Theatre all this week. 'Charley's Aunt'"

STICKERS:

To attach to your letters, post cards, programs, to distribute to the merchants to be used on all packages; for auto windshields, to give away to kids with the understanding that they



will paste them in all parts of the town, for dozens of other uses these stickers are ideal. You can secure them from your exchange upon receipt of a special order for them.

PARKING SIGN:

Here's a stunt that will get laughs and patrons. In front of the theatre near the curb and just in front of the lobby, place parking signs reading: "Park your troubles at the box office and laugh all cares away inside with 'Charley's Aunt.'"

TRAILERS:

Special short and long trailers, real live interest arousers that contain just enough comedy suggestion to arouse keen curiosity concerning the picture, are available. You might put them to good use by getting a store keeper who have these projection machines made for special window advertising, to allow you to run this trailer on his machine in return for some free ad-

vertising for the store. This is especially recommended if you expect to give the picture a long run.

KIDS CAN HELP YOU:

The accompanying sketch shows you the three sheet cutout mounted on cardboard or heavy card board. You could



Charley's Aunt says—
Kick your troubles to
the winds and follow me
to the THEATRE

easily enlist the aid of several dozen kids with toy speed wagons, kiddie cars and the like, by getting them to allow you to mount a cutout on each cart. They would be delighted with the idea and would parade the streets proudly exhibiting this new possession. By taking the kids from various sections of the town you can readily see that you would soon have the entire town covered with walking ads which, by first attracting the envy of the other kids, will then compel the attention of the elders.

FALSE FACES:

If you expect to give this 'special' the prominence it warrants it would pay you to arrange with some novelty manufacturer to have him make several thousand masks of a man laughing—mouth wide open, teeth showing—and have printed on them, either across the forehead or on an extra strip of material below the chin, the message: "I can't stop laughing. I just saw 'Charley's Aunt' with Syd Chaplin at the Rivoli."

FINDING CHARLEY'S AUNT

Here is a good advertising tieup with stores. State that Charley's Aunt will appear in a different store or public place around town at certain specified times each day and offer prizes to the persons who discover her and call her by name.

CHAPLIN FIRST STAR IN "CHARLEY'S AUNT"

It is a strange thing but true that "Charley's Aunt," the play which has been going continuously for thirty-three years on the stage, has never had a star, and the film presenting Syd Chaplin which comes to the Theatre is the first time the piece has ever been done with a star in the title role.

"Charley's Aunt" has been played in England with 166 different "Charleys" and according to Mrs. Brandon Thomas, wife of the author, who now controls the enormous estate which the play has built up, every one of the Charleys has been good.

"Charley's Aunt," according to the producers, is an actor-proof play. By that is meant that it is funny no matter how badly played. This is not

said to discredit any of those who appear in the picture, because from all reports, from the star, Syd Chaplin, on down, every member of the cast does excellent work.

The reason that "Charley's Aunt" was never advertised with a star is probably due to the fact that it has generally been a stock company play in America.

"Charley's Aunt" may be said to be the "mother" of all farce comedies on the stage and screen. It is the real old-timer which has stood the test of many years of playing. The picture is promised as a real treat. Advance reports credit it with being the biggest laugh or success yet made in pictures with hearty explosions of glee "longer and louder" than usual.

E A S Y

Put Them Over

Advertising for this store. This is especially recommended if you expect to have a long run.

KIDS CAN HELP YOU:
The accompanying sketch shows you the three sheet or twenty-four sheet cutout mounted on cardboard or heavy card board. You could



With the aid of several dozen kids with toy speed wagons, kiddie cars and the like, by getting them to allow you to mount a cutout on each cart. They would be delighted with the idea and would parade the streets proudly exhibiting this new possession. By taking the kids from various sections of the town you can readily see that you would soon have the entire town covered with walking ads which, by first attracting the envy of the other kids, will then compel the attention of the elders.

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Charley's Aunt says—
Kick your troubles to the winds and follow me to the THEATRE

Charley's Aunt
The greatest laughing hit in the history of the screen. Will begin a run at the Theatre tomorrow. A picture for aunts, uncles, mothers, fathers and the whole darn family!

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THIS TYPE TEASER CAMPAIGN WILL HELP YOU

Here are three walloping teaser campaigns. Whichever you use, begin it a week before your play date; there is one for each day. This production is worth a bigger ad than the usual teaser campaign, and this type of material is just what you need. It is good for mailing purposes as well as for the newspapers and will also serve you well for poster and handbill uses. You might find among these suggestions a line that will serve well for catchline purpose or one which may, perhaps, give you an idea for a novel stunt.

- 1. My Dear!**
Have you heard about Charley's Aunt?
- 2. We Hate To Talk About Anyone But—**
Charley's Aunt is a scream!
- 3. We've Just Found Out That—**
Charley's Aunt is from Brazil where the nuts come from! That accounts for it!
- 4. Charley's Aunt** says if there are any young men who don't know how to propose, they'd better come to see her. She might be helpful.
- 5. As Beatrice Lillie said:**
"There's Life In The Old Girl Yet!"
Charley's Aunt is a wow!
- 6. Charley's Aunt** says she may not be as young as she used to be, but she's still a great entertainer—and she'll prove it too, on Sunday.
- 7. The funniest laughing hit ever screened**
"CHARLEY'S AUNT"

"CHARLEY'S AUNT"
—With Syd Chaplin—
From the Farce that's been running for thirty-three years. Begins a run at the Theatre tomorrow. You'll laugh 'til you cry—It's A Knockout.

"CHARLEY'S AUNT"
The funniest farce ever written. It has an hysterical history and will tickle you pink! Coming to the Theatre tomorrow.

"CHARLEY'S AUNT"
The greatest laughing hit in the history of the screen. Will begin a run at the Theatre tomorrow. A picture for aunts, uncles, mothers, fathers and the whole darn family!

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Can She Trip The Light Fantastic?
Just Watch Her.
Some Stepper She Is!
All This Week at the STANDARD



Charley's Aunt
with
Syd Chaplin
Producers Distributing CORPORATION

Charley's Aunt
The greatest laughing hit in the history of the screen. Will begin a run at the Theatre tomorrow. A picture for aunts, uncles, mothers, fathers and the whole darn family!

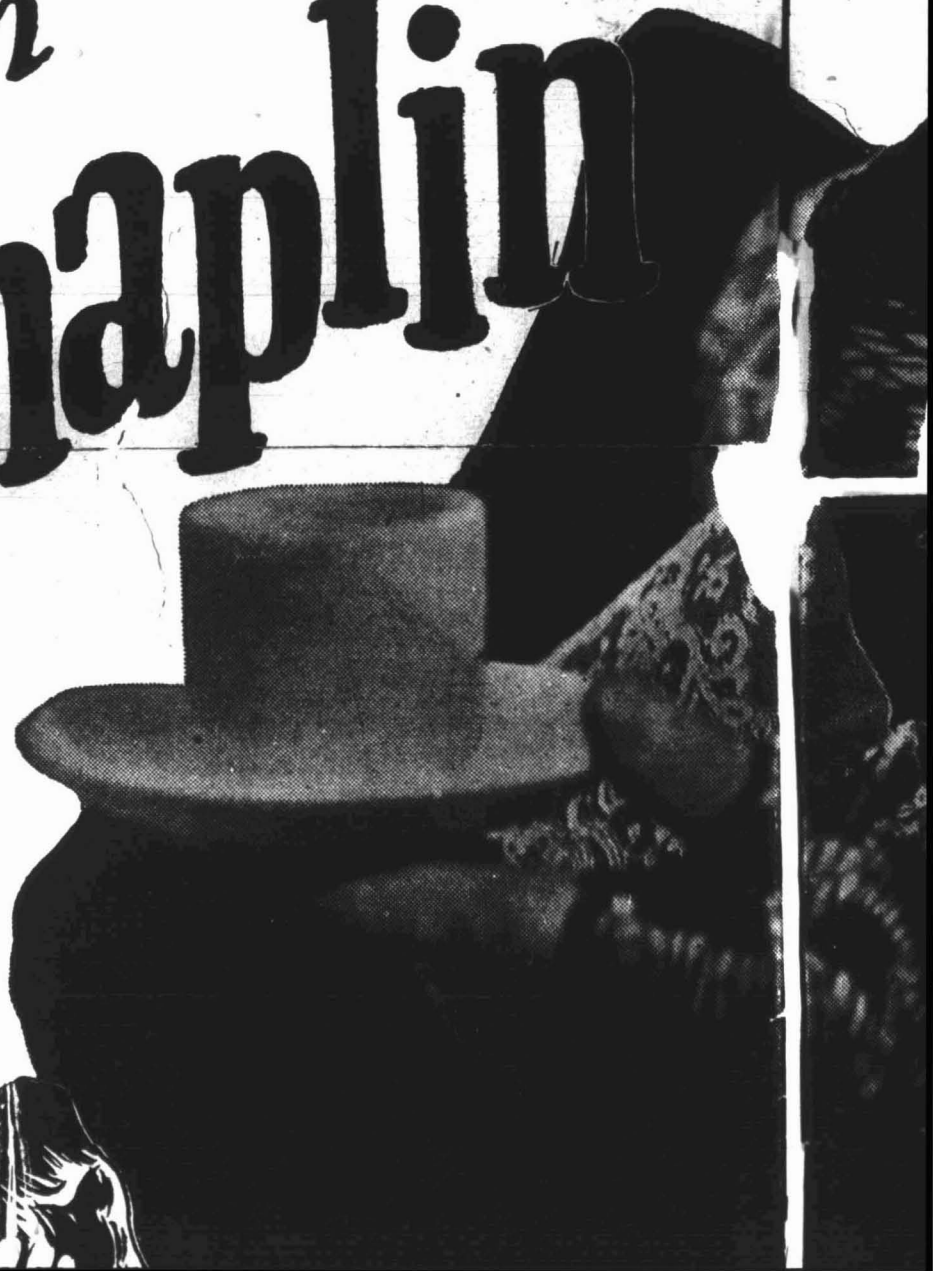
Catch Lines For All Imaginable Uses
"Charley's Aunt" as a play made folks laugh for thirty-three years; as a film it's the funniest movie ever made.
I'm "Charley's Aunt" from Brazil where the nuts come from.
"Charley's Aunt"—funny enough to make a cat laugh.
"Charley's Aunt"—with more laughs than the Navy has beans.
"Charley's Aunt"—the funniest old lady who ever wore frouzers.
"Charley's Aunt" was no ordinary woman, "she" wore skirts and trousers both.
The greatest comedy chase ever filmed—with Syd Chaplin in skirts and Spettigue close behind—with his breath in short pants.
One of the famous Chaplins—see Charlie's Brother as "Charley's Aunt."
"Charley's Aunt"—the zippiest old lady in the world: she's been running nearly forty years.
The World's Funniest Farce—"Charley's Aunt."

ADVERTISING ACCESSORIES			PRICE SCHEDULE		
LITHOGRAPHS			22x28 PHOTOS		
1-SHEET			2 in set—Colored		
1 to 9	@ 15c each		1 or 2	80c a set	
10 to 49	@ 11c each		3 or 4	70c a set	
50 or more	@ 10c each		5 or more	60c a set	
3-SHEETS			8x10 PHOTOS		
1 to 4	@ 15c sh. or 45c ea.		Black and White (10 to set)		
5 to 24	@ 11c sh. or 33c ea.		1 to 4	60c a set	
25 to 49	@ 10c sh. or 30c ea.		5 or more	50c a set	
50 or more	@ 9c sh. or 27c ea.		14 x 36 INSERT CARDS		
6-SHEETS			1 to 9	25c each	
1 to 4	@ 12 1/2c sh. or 75c ea.		10 to 24	20c each	
5 to 14	@ 12c sh. or 72c ea.		25 to 74	18c each	
15 to 99	@ 10c sh. or 60c ea.		75 or more	15c each	
100 or more	@ 9c sh. or 54c ea.		WINDOW CARDS		
24-SHEET			1 to 49	7c each	
1 to 4	@ 10c sh. or \$2.40 each		50 to 99	6c each	
5 to 9	@ 9c ea. or 2.16 each		100 or more	5c each	
10 to 19	@ 8c sh. or 1.92 each		SLIDES		
20 to 49	@ 1.88 each		15c each		
50 or more	@ 1.50 each		PRESS SHEETS		
11 x 14 PHOTOS			MUSIC CUES		
8 In set—Plain			Gratis		
1 or 2	50c a set		PRODUCTION CUTS AND MATS		
3 or 4	40c a set		Cut Mat		
5 or more	30c a set		1 Col.	\$25	\$0.05
8 In set—Colored			2 Col.	.40	.05
1 or 2	75c a set		CUTS AND MATS FOR ADVERTISEMENT		
3 or 4	65c a set		1 Col.	.25	.05
5 or more	50c a set		2 Col.	.40	.05
Please note that reductions in quantity purchases apply to accessories on the same picture. For instance, 10 one-sheets on a single picture will cost \$1.10, but 10 one-sheets on two or more pictures will cost 15c each or \$1.50.			3 Col.	.60	.10
			4 Col.	1.00	.15

"Charley's Aunt"

with

Syd Chaplin



My's
t"
n



The World's Funniest Motion Picture

Thirty-three years young and starting life all over again this time as a screen sensation. The stage can boast no funnier farce, and the screen no funnier comedy than this sparkling, brilliant production, teeming with vivacious humor and spontaneous fun.

In cast, settings, plot and direction this famous laugh provoker outclasses everything in the line of comedy. The production was handled by the peers of film comedy producers—CHARLES AND AL CHRISTIE

The delicate work of direction was brilliantly handled by SCOTT SIDNEY who found easy material in SYD CHAPLIN and a supporting cast which includes:

Ethel Shannon
Eulalie Jensen
Mary Akin
Priscilla Bonner
Phillips Smalley

Alec B. Francis
James E. Page
Lucien Littlefield
David James
Jimmie Harrison

A R R I C

with
Syd Chaplin



From Brazil
where the nuts
come from



Rel
PR

A smashing full page ad that will send t
Cuts and Mats may be Procured from

he
Exch



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Thirty-three years young and starting life all over again this time as a screen sensation. The stage can boast no funnier farce, and the screen no funnier comedy than this sparkling, brilliant production, teeming with vivacious humor and spontaneous fun.

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James E. Page
Lucien Littlefield
David James
Jimmie Harrison

STANLEY THEATRE

NOW

PLAYING



Enough to make
a cat laugh
O!

Released by

PRODUCERS DISTRIBUTING CORPORATION

Will send the crowds hotfooting to your theatre
Purchased from Exchanges on Special Order Only.

At Last! The Film You've Been Full Of Laughs And Each

PLAYED ROLE OF SPETTIGUE 4000 TIMES IN TWELVE YEARS

Some Humorous Recollections of
"Charley's Aunt"

By James E. Page

"Hundreds of times I have been asked the cause of the remarkable success of 'Charley's Aunt' and always my answer, is the same; its unique vitality, its exceedingly comic situation and its genuine humor.

"Twelve years ago I joined the company and it is my proud boast that I have played the part of Spettigue over 4,000 times. And I never get tired of the part despite the fact that I am not allowed to 'gag', though the temptation to do so is sometimes very great, particularly when the house is rocking with laughter.

"It is, of course, natural to suppose that during my twelve years in the part I have encountered many interesting experiences, some extremely funny, others confusingly awkward.

"I remember especially one occasion when a friend called to see me in my dressing room. I suddenly heard my cue and with out stopping to look, grabbed my friend's 'silk topper'. It was the tea scene and as usual hot tea was poured into the hat. Only then did I realize that I had made a dreadful mistake.

"The hat I wear is the only one of its kind. It was made especially for the part by a well-known London firm and is known as the Spettigue hat.

Christie Makes "Find"

Not all of the "finds" in pictures are, by any means, the charming youngsters who are discovered punching switchboards or emerging from beauty contests. Al Christie has made what he calls a real "find" for pictures, and the actor is a man of forty years experience on the stage.

When Christie went to England last year to take pictures of Oxford University to use in building sets for the famous picture "Charley's Aunt" he was taken by Mrs. Brandon Thomas, wife of the author of the famous old laugh classic, to see a performance of the play in a theatre, the suburbs of London. Playing the role of Spettigue was our "find". He was James E. Page, who has been in the "Charley's Aunt" company in England for twelve years and who has played the role 4400 times.

At this performance the audience literally rocked the theatre with its laughter. The road company was just then back from Dublin where all house records had been broken with the play. Al Christie was particularly struck with Spettigue, so he engaged Mr. Page to come over to Hollywood to play the same role in the picture, agreeing to get Mr. Page back to London in order to rejoin his company in time for the Christmas season in the city.

Page plays the role splendidly in the film, according to Christie, and it is predicted that it will not be long before he is back in Hollywood appearing in other films.

SHE'S A HE!

The girl's confided in her—
The men made love to her—

Since I first played the part I have had no less than fifty of these hats. I have worn out three hundred pairs of side whiskers in the role, yet in the twelve years I have had only one umbrella. However, I do not believe I should care to venture out in a storm with it.

"Another episode I like to recall transpired in a small Lancashire town. Nowhere was there to be found a piano which we could hire for the performance and in sheer desperation we were forced to take an old harmonium which had long since served its usefulness. "Babbs" boldly attacked the instrument which, upon the first touch, emitted such wierd sounds of intense agony it sent the audience off in gales of laughter and the actors were unable to go on with their parts for several minutes. However, they got started again when, about half way through the scene, without being touched the harmonium again emitted some shrill shrieks. Apparently the bellows had not been entirely emptied of wind. This second outburst very nearly stopped the performance for both the audience and the players found it difficult to stop laughing.

I could go on and on recalling endless incidents but I think I shall have to save them until after I have completed the film version of the play, which I believe is even funnier than the original because of Syd Chaplin who is a natural born comedian, and then I shall write my memoirs concerning "Charley's Aunt".

Picture Cast Feels Singulantly Honored

Practically every prominent actor in this country and in England has played a part in "Charley's Aunt," at some time in his career while the play has been going these thirty-three years. Those who were chosen to play the time-honored roles in the moving picture version now being shown at the theatre, considered themselves fortunate to be the ones to immortalize the well known parts in the celluloid, and will give the famous old farce a lease on life and keep more generations laughing.

Syd Chaplin plays the title role of "Charley's Aunt," or rather the young Oxford College student who masquerades as the eccentric old aunt from Brazil where the nuts come from. This, Syd says, is the biggest thing in his screen experience so far and a part he has visualized playing ever since he left England to seek his fortune on the screen in this country a number of years ago.

Playing opposite Chaplin is Ethel Shannon in the chief feminine role. James E. Page, who has played in "Charley's Aunt" on the stage in England for twelve years and who is now back in London playing the role of Spettigue in one of the stage companies, was brought over to play Spettigue in the film. Phillips Smalley plays the part of Sir Francis Chesney; Lucien Littlefield has the eccentric character part of Brassett, the Oxford scout; Eulalie Jensen is the real Donna Lucia, or Aunt from Brazil; David James is Jack Chesney, Jimmie Harrison plays Charlie Wykeham, while Priscilla Bonner and Mary Akin are the girls, Kitty and Amy. Alec B. Francis plays the father to Ethel Shannon.

Announce the Arr of "Charley's Aunt" By A Personal L r

Dear Sir: (or Madam)

We've got it!

The greatest feature farce ever shown on the prize of the season, "Charley's Aunt," will be for beginning

As a stage play, "Charley's Aunt" has been years and has grossed three million dollars, practically every country in the world and it that has seen it, rock with laughter.

One hundred thousand dollars were paid and the picture's worth it!

Syd Chaplin, Charlie's famous brother who for riotous comedy in such motion pictures as "Her Temporary Husband" and "The Perfect role. His supporting cast is made up of players in England.

You don't know what comedy is until "Charley's Aunt" is one old lady who will sw and who, even the remembrance of, will make

Faithfully yours

of
the screen—the biggest
shown at this theatre
running for thirty-three
has been played in
mar' ery nation

for the se rights—
has shown s talent
The Gallop Fish,"
"clapper," has the title
well known here and
you've seen this one.
ep you off your feet
ou chuckle.
MANAGER.

Excellent Herald

With this type of high-class comedy, heralds are a very effective method of advertising and give you a great deal of latitude in the matter of originality.

All you need to do, to make an effective herald is to cull what material and cuts you think will serve you best, from this press sheet, take them to your local printer and have them made by

If you prefer novelty heralds you can have them made by some manufacturer who specializes in these things. Here are some suggestions, should you be interested in the latter type.

High hats of the kind worn by Spettigue in the picture, a cutout figure of Charley's Aunt in her big net and full skirt, a large Brazil nut cut-out, a black cat, a fa the dear old lady, all suggest themselves the shape of the herald. If you have a carry any copy on the front page, merely back page should bear your booking in inside pages may be devoted to scen snappy li from the story l the like.

A TEASER CAMPAIGN

Here's the snappiest, jazziest, best calculated to Men with years of advertising experience planned the using it themselves to advertise this big special feature

The ads have snap, pep, they make one smile to see the picture, and see it darn soon. That's why the advertising only on a small scale, use one a day for si space, run them all each day using one on a page.

Each cut tells its own story, forcefully and com As a matter of fact if you attempt to do that you will to tell in a very small space what it would otherwise

All you need add to the cuts as they now star secure the cuts or mats from your exchange by speci and mats.

Al and Charles Christie
in conjunction with Ideal Films Ltd.
presents

"CHARLEY'S AUNT"



You've Been Hoping For. And Each Laugh Means Money

the Arr
y's Au
sonal L

er shown on the screen—the biggest
Aunt," will be shown at this theatre
beginning

ant" has been running for thirty-three
million dollars. has been played in
world and it made every nation
thter.

s were paid for the se rights—

as brother who has shown s talent
on pictures as "The Gallop Fish,"
"The Perfect Lapper," has the title
le up of played well known here and

edy is until you've seen this one.
y who will sweep you off your feet
of, will make you chuckle.

Faithfully yours,

MANAGER.

nt Heralds

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and give you a great deal of lati-
tity.

an effective herald is to cull what
will serve you best, from this press
printer and have it made.

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you be interested in the latter

orn by Spettie in the picture, a
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t themselves splendid ideas for
you have a lder herald do not
page, merely ie illustration. The
ooking in int, while the two
1 to scen from the picture,
1 the like.

Cat Is "Aunty" Not "Charley"

You may be wondering what a
grinning cat has to do with the plot of
"Charley's Aunt" with Syd Chaplin
which is about to start its run at
The answer is, nothing.

But behind the cat is an interesting
story of the success of "Charley's
Aunt" and its continuous run on the
stage for upward of thirty-three years.
It seems that when "Charley's Aunt"
was first produced in England some-
one connected with the theatre used
as an advertisement a picture of a
funny looking black cat sitting up on
its haunches grinning. Around its
neck was a collar reading "Charley's
Aunt", and underneath was the line
"Funny enough to make a cat laugh."

The play was an instantaneous hit.
It was put on in London and played in
one theatre for over four years. The
black cat came to be symbolic and
was taken as a sign of the luck of
"Charley's Aunt". It is known that the
play made a fortune for W. S. Pen-
ley, the English star who first played
the role. It made millions for its au-
thor, Brandon Thomas. When com-
panies began to go out in foreign
countries playing "Charley's Aunt"
they would no more think of going
out without the cat advertisement
than they would have gone without
taking Charley's famous skirt and wig.

So when the film was produced
director Scott Sidney thought there
would be no harm at least in sticking
to the lucky cat. There was never a
scene shot without a black cat being on
the stage at the Christie studio.
Whether the cat had anything to do
with it or not, the film turned out to
be a winner. The studio cat was
taken to the first preview of the pic-
ture in South Pasadena while the pic-
ture was being cut. The audience
simply screamed and yelled with
mirth.

Perhaps the lucky cat had some-
thing to do with it; perhaps not.
"Charley", as the cat was named, was
moved from the stage to the cutting
rooms when the picture reached that
stage of its development.

But now comes the epilogue: The
day after the last titles were written
and the picture was cut, "Charley"
became the proud mother of nine
black kittens.

They should have named him
Auntie.

"Charley's Aunt" Serves Tea in the Lobby



You will have no difficulty at all in overcrowding your
house with this picture at night and chances are the same
will be true at matinee performances. But if you want to
make sure of breaking box office matinee records here is
the stunt that will put it over.

Dress a man as "Charley's Aunt" just as she appears in
the picture and procure for him a tea table or wagon, tea
dishes, tea, crackers, sugar, lemon, cream, etc. All this can
be gotten gratis if you work it on a cooperative basis offer-
ing free advertising to the firms which supply the neces-
sary articles.

Then announce through every possible medium that
"Charley's Aunt" will pour tea in the lobby of the
Theatre every afternoon at four thirty and the public is in-
vited to take tea with the dear old lady and become per-
sonally acquainted with Aunt from Brazil
where the nuts come sketch
gives you an idea vith

Auntie as the central figure.

ASER CAMPAIGN WITH A WALLLOP

est, jazziest, est calculated teaser ad material that has ever been offered an exhibitor.
tising exper ence planned the entire thing and then tested out and proved its value by
advertise this big special feature to the trade.

o, pep, they nake one smile to look at them, they are appealing, they make you want to
t darn soon. That's why these are offered to you for use in the local papers. If you are
all scale, use one a day for six days previous to the showing. If you expect to use more
day using o ne on a page.

own story, f forcefully and concisely. You don't have to pad out the ads with a lot of talk.
u attempt to do that you will spoil their effectiveness. These ads make it possible for you
ace what it would otherwise take three times the space to tell.

to the cuts as they now stand, are the name of your theatre and play dates. You can
from your ex change by special order. These are not included in the regular set of ad cuts

FAMOUS FARCE NOW ON SCREEN

Christies Make "Charley's Aunt"
With Syd Chaplin And
Notable Cast

"Charley's Aunt", with Syd Chap-
lin, the big feature farce which has
been looked forward to with "great
anticipation ever since it was an-
nounced that the screen rights of the
famous old stage play by Brandon
Thomas had been purchased by
Ideal, will be shown for the first
time here on when it will begin
a run at the Theatre.

The fame of "Charley's Aunt" is
world-wide. On the stage it earned
three million dollars, playing continu-
ously for thirty-three years. In Lon-
don, it ran for four consecutive years,
being given 1466 times.

The Christies of Hollywood in con-
junction with Ideal Films Ltd. of
London, are said to have given the

"Charley's Aunt"
with
Syd Chaplin



others confusingly awkward. "I remember especially one occasion when a friend called to see me in my dressing room. I suddenly heard my cue and with out stopping to look, grabbed my friend's "silk topper". It was the tea scene and as usual hot tea was poured into the hat. Only then did I realize that I had made a dreadful mistake.

"The hat I wear is the only one of its kind. It was made especially for the part by a well-known London firm and is known as the Spettigue hat.

Christie Makes "Find"

Not all of the "finds" in pictures are, by any means, the charming youngsters who are discovered punching switchboards or emerging from beauty contests. Al Christie has made what he calls a real "find" for pictures, and the actor is a man of forty years experience on the stage.

When Christie went to England last year to take pictures of Oxford University to use in building sets for the famous picture "Charley's Aunt" he was taken by Mrs. Brandon Thomas, wife of the author of the famous old laugh classic, to see a performance of the play in a theatre the sub-

urors of London. Playing the role of Spettigue was our "find". He was James E. Page, who has been in the "Charley's Aunt" company in England for twelve years and who has played the role 4400 times.

At this performance the audience literally rocked the theatre with its laughter. The road company was just then back from Dublin where all house records had been broken with the play. Al Christie was particularly struck with Spettigue, so he engaged Mr. Page to come over to Hollywood to play the same role in the picture, agreeing to get Mr. Page back to London in order to rejoin his company in time for the Christmas season in the city.

Page plays the role splendidly in the film, according to Christie, and it is predicted that it will not be long before he is back in Hollywood appearing in other films.

SHE'S A HE!

The girl's confided in her—

The men made love to her—

Then the skirt slipped off

And the news slipped out.

Our advice to you is; Have your sides reinforced

Before you go to see

SYD CHAPLIN

as

"CHARLEY'S AUNT"

Now playing at the

PALACE

Suggested One Col. Type Ad

YOU CAN'T DO IT!

You might as well try to stop the Atlantic tides as attempt to stop laughing when you see

"CHARLEY'S AUNT" with SYD CHAPLIN.

It's the funniest farce the world has ever known, and the funniest picture the world has even seen.

Now playing at the

RIVOLI

Suggested Two Column Type Ad

some funny tricks. Apparently the bellows had not been entirely emptied of wind. This second outburst very nearly stopped the performance for both the audience and the players found it difficult to stop laughing.

I could go on and on recalling endless incidents but I think I shall have to save them until after I have completed the film version of the play, which I believe is even funnier than the original because of Syd Chaplin who is a natural born comedian, and then I shall write my memoirs concerning "Charley's Aunt".

Picture Cast Feels Singularly Honored

Practically every prominent actor in this country and in England has played a part in "Charley's Aunt," at some time in his career while the play has been going these thirty-three years. Those who were chosen to play the time-honored roles in the moving picture version now being shown at the theatre, considered themselves fortunate ones to immortalize the parts in the celluloid, and the famous old farce a life and keep more generations laughing.

Syd Chaplin plays the title role of "Charley's Aunt," or rather the young Oxford College student who masquerades as the eccentric old aunt from Brazil where the nuts come from. This, Syd says, is the biggest thing in his screen experience so far and a part he has visualized playing ever since he left England to seek his fortune on the screen in this country a number of years ago.

Playing opposite Chaplin is Ethel Shannon in the chief feminine role. James E. Page, who has played in "Charley's Aunt" on the stage in England for twelve years and who is now back in London playing the role of Spettigue in one of the stage companies, was brought over to play Spettigue in the film. Phillips Smalley plays the part of Sir Francis Chesney; Lucien Littlefield has the eccentric character part of Brassett, the Oxford scout; Eulalie Jensen is the real Donna Lucia, or Aunt from Brazil; David James is Jack Chesney, Jimmie Harrison plays Charlie Wykeham, while Priscilla Bonner and Mary Akin are the girls, Kitty and Amy. Alec B. Francis plays the father to Ethel Shannon.

Great Farce Is "Family Affair"

"Charley's Aunt," the great feature comedy made from the famous old stage farce by Brandon Thomas, which is now being shown at the theatre, is what may be termed a "family affair."

The play has been called the mother of farce comedy for many generations. It was produced by Al Christie, the recognized father of light comedy on the screen.

It's the play your grandpa and grandma laughed at when they first went to the theatre together; it is played by one half of the famous Chaplin Brothers—Sidney.

Al Christie says it is good, clean fun that your sons and daughters can look at; and meanwhile promises a barrel of laughs for all the uncles, nieces, nephews, mothers-in-law and first and kissing cousins.

"Charley's Aunt" is one old lady who will keep you off your feet and who, even the remembrance of, will make you chuckle.

Faithfully yours,
MANAGER.

Excellent Herald

With this type of high-class comedy, heralds are a very effective method of advertising and give you a great deal of latitude in the matter of originality.

All you need to do, to make an effective material and cuts you think will serve you best, from this press sheet, take them to your local printer and have it made.

If you prefer novelty heralds you can have them made by some manufacturer who specializes in the things. Here are some suggestions, should you be interested in the latter type.

High hats of the kind worn by Spettigue in the picture, a cutout figure of Charley's Aunt in her big net and full skirt, a large Brazil nut cut-out, a black cat, a fa- like the one used by the dear old lady, all suggest themselves splendid ideas for the shape of the herald. If you have older herald do not carry any copy on the front page, merely the illustration. The back page should bear your booking in the int, while the two inside pages may be devoted to scene from the picture, snappy li from the story and the like.

A TEASER CAMPAIGN

Here's the snappiest, jazziest, best calculated teasers. Men with years of advertising experience planned the campaign using it themselves to advertise this big special feature.

The ads have snap, pep, they make one smile to look at, see the picture, and see it darn soon. That's why these advertising only on a small scale, use one a day for six days, space, run them all each day using one on a page.

Each cut tells its own story, forcefully and concisely. As a matter of fact if you attempt to do that you will spend to tell in a very small space what it would otherwise take a page to tell.

All you need add to the cuts as they now stand, secure the cuts or mats from your exchange by special order and mats.

Al and Charles Christie
in conjunction with Ideal Films Ltd.
presents

"CHARLEY'S AUNT"
with
SYD CHAPLIN
Directed by Scott Sidney

Released by
PRODUCERS - DISTRIBUTING - CORPORATION

coming—
The funniest farce in 40 years

"CHARLEY'S AUNT"
with Syd Chaplin

PRODUCED BY
CHRISTIE FILM COMPANY, INC.
IDEAL FILMS LTD. DISTRIBUTORS FOR UNITED KINGDOM
RELEASED BY
Producers Distributing Corporation

"enough to make a cat laugh"

on the way
Charley's Aunt
with
Syd Chaplin

Produced by
CHRISTIE FILM COMPANY, INC.
Ideal Films Ltd. - Distributors for United Kingdom
Producers Distributing Corporation

is until
ho will sw
will make
fully your
MANAGER.

Heralds
comedy, heralds are a very ef-
and give you a great deal of lati-
an effective herald is to cull what
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by Spettie in the picture, a
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k-cat, a fa ke the one used by
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ou have a lder herald do not
ge, merely the illustration. The
ooking in the int, while the two
1 to scen from the picture,
1 the like

play made a fortune for W. S. Pen-
ley, the English star who first played
the role. It made millions for its au-
thor, Brandon Thomas. When com-
panies began to go out in foreign
countries playing "Charley's Aunt"
they would no more think of going
out without the cat advertisement
than they would have gone without
taking Charley's famous skirt and wig.
So when the film was produced
director Scott Sidney thought there
would be no harm at least in sticking
to the lucky cat. There was never a
scene shot without a black cat being on
the stage at the Christie studio.
Whether the cat had anything to do
with it or not, the film turned out to
be a winner. The studio cat was
taken to the first preview of the pic-
ture in South Pasadena while the pic-
ture was being cut. The audience
simply screamed and yelled with
mirth.
Perhaps the lucky cat had some-
thing to do with it; perhaps not.
"Charley", as the cat was named, was
moved from the stage to the cutting
rooms when the picture reached that
stage of its development.
But now comes the epilogue: The
day after the last titles were written
and the picture was cut, "Charley"
became the proud mother of nine
black kittens.
They should have named him
Auntie.

You will have no difficulty at all in overcrowding your
house with this picture at night and chances are the same
will be true at matinee performances. But if you want to
make sure of breaking box office matinee records here is
the stunt that will put it over.

Dress a man as "Charley's Aunt" just as she appears in
the picture and procure for him a tea table or wagon, tea
dishes, tea, crackers, sugar, lemon, cream, etc. All this can
be gotten gratis if you work it on a cooperative basis offer-
ing free advertising to the firms which supply the neces-
sary articles.

Then announce through every possible medium that
"Charley's Aunt" will pour tea in the lobby of the.....
Theatre every afternoon at four thirty and the public is in-
vited to take tea with the dear old lady and become per-
sonally acquainted with Aunt from Brazil
where the nuts come sketch
gives you an idea with
Auntie as the central figure.

SER CAMPAIGN WITH A WALLLOP

jazziest, best calculated teaser ad material that has ever been offered an exhibitor.
ing experience planned the entire thing and then tested out and proved its value by
ertise this big special feature to the trade.

pep, they make one smile to look at them, they are appealing, they make you want to
darn soon. That's why these are offered to you for use in the local papers. If you are
l scale, use one a day for six days previous to the showing. If you expect to use more
ay using one on a page.

wn story, forcefully and concisely. You don't have to pad out the ads with a lot of talk.
attempt to do that you will spoil their effectiveness. These ads make it possible for you
ce what it would otherwise take three times the space to tell.

o the cuts as they now stand, are the name of your theatre and play dates. You can
om your exchange by special order. These are not included in the regular set of ad cuts


FAMOUS FARCE NOW ON SCREEN

Christies Make "Charley's Aunt"
With Syd Chaplin And
Notable Cast

"Charley's Aunt", with Syd Chap-
lin, the big feature farce which has
been looked forward to with "great
anticipation ever since it was an-
nounced that the screen rights of the
famous old stage play by Brandon
Thomas had been purchased by
Ideal, will be shown for the first
time here on when it will begin
a run at the Theatre.
The fame of "Charley's Aunt" is
world-wide. On the stage it earned
three million dollars, playing continu-
ously for thirty-three years. In Lon-
don, it ran for four consecutive years,
being given 1466 times.
The Christies of Hollywood in con-
junction with Ideal Films Ltd. of
London, are said to have given the
farce an elaborate screen production
and brought out its hilarious situa-
tions to their full worth.
In support of Syd Chaplin in the
title role, is an exceptional cast in-
cluding James E. Page who played in
the stage production for twelve years,
Phillips Smalley, Eulalie Jensen, Eth-
el Shannan, Mary Akin, David
James, Priscilla Bonner, Jimmie Har-
rison and Lucien Littlefield. Scott
Sidney directed.



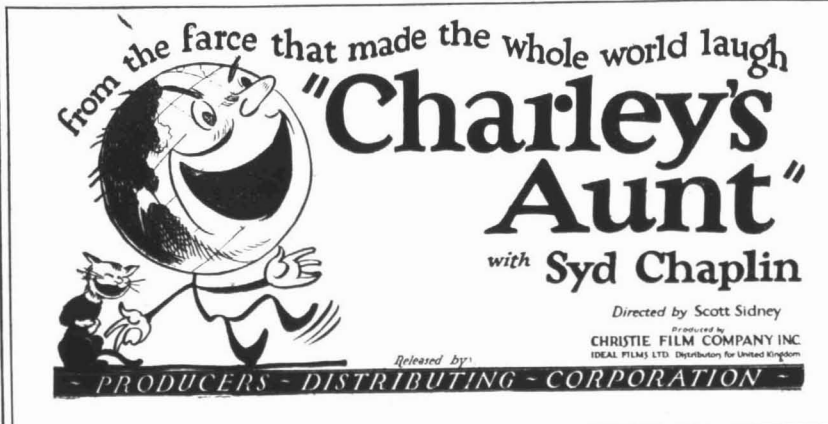
"Charley's Aunt"
Released by
PRODUCERS - DISTRIBUTING - CORPORATION -



"Charley's Aunt"
with
Syd Chaplin
from Brazil where the nuts come from
Directed by
SCOTT SIDNEY
CHRISTIE FILM COMPANY INC.
Ideal Films Ltd. - Distributors for United Kingdom
Released by
PRODUCERS - DISTRIBUTING - CORPORATION -



farce in 30 years
"Charley's Aunt"
Chaplin
PANY, INC.
UNITED KINGDOM
Corporation



from the farce that made the whole world laugh
"Charley's Aunt"
with **Syd Chaplin**
Directed by Scott Sidney
Produced by
CHRISTIE FILM COMPANY INC.
IDEAL FILMS LTD. Distribution for United Kingdom
Released by
PRODUCERS - DISTRIBUTING - CORPORATION -



way
Charley's Aunt
with
Syd Chaplin
Produced by
CHRISTIE FILM COMPANY INC.
Ideal Films Ltd. - Distributors for United Kingdom
PRODUCERS - DISTRIBUTING - CORPORATION



"Charley's Aunt"
with **Syd Chaplin**
Directed by
Scott Sidney
Produced by
CHRISTIE FILM COMPANY INC.
IDEAL FILMS LTD. Distribution for United Kingdom
Released by
PRODUCERS - DISTRIBUTING - CORPORATION -

"TOODLE-OO, FOLKS!
I'm Charley's Aunt from
Brazil
Where the nuts come
from.
I'll bet I can make you
laugh
Longer and louder than
you have
Ever laughed before.
When I walk in the
park the
Squirrels all chase me;
When I walk on the
screen
The men all run after
me.
I'm a riot, I tell you.
Come up and see me.
I'll be
At the **STRAND** all
week."

Suggested One Col. Type Ad

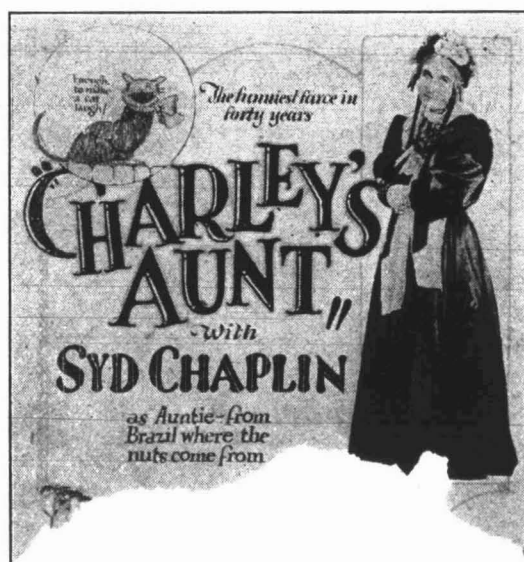
Cover Your Town With Crowd Your Theatre



Three Sheet Poster 3A



Twenty-four Sheet Poster



Colored Lobby Card (22" x 28")



Special Colored Insert Card
(14" x 36")

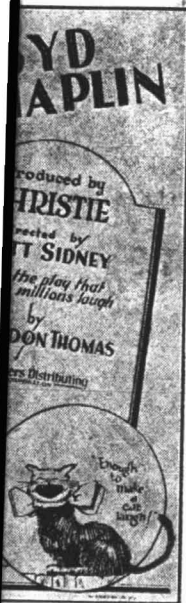


Colored Announcement Slide

n With Posters And Theatre With Patrons



Twenty-four Sheet Poster



28")



Colored Lobby Card (22" x 28")



Three Sheet Poster 3B

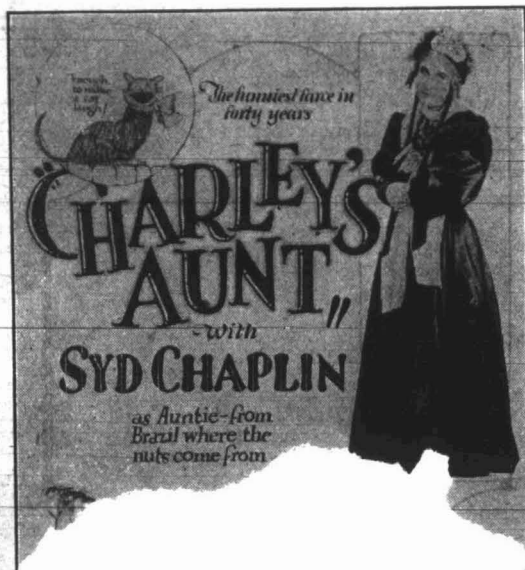


One Sheet Poster 1A





Three Sheet Poster 3A



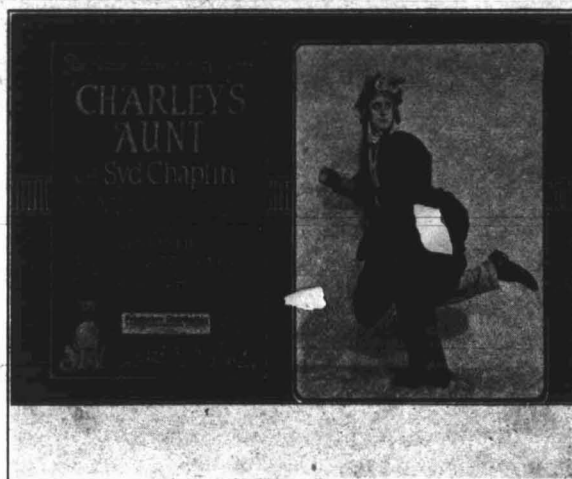
Twenty-four Sheet Poster



Colored Lobby Card (22" x 28")



Special Colored Insert Card (14" x 36")



Colored Announcement Slide

START THEM LAUGHING IN THE LOBBY

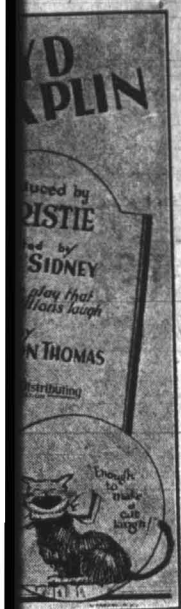


Use Your Ingenuity.
All these posters can be
made to do double duty
as cut-outs for allyhoos
and heralds.



WINDOW CARD

Twenty-four Sheet Poster

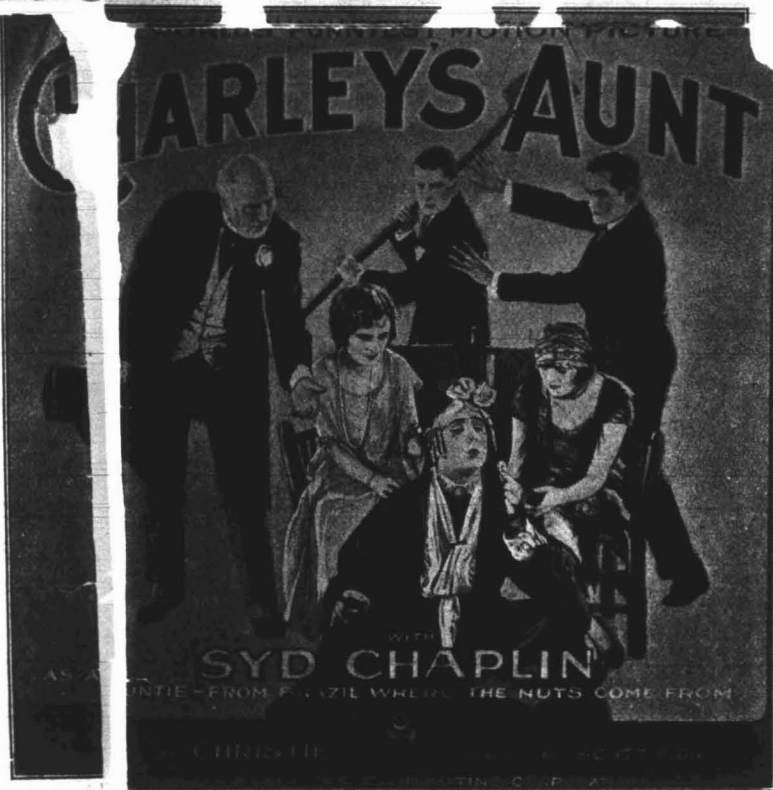


Colored Lobby Card (22" x 28")

Three Sheet Poster 3B



One Sheet Poster 1A



Six Sheet Poster



One Sheet Poster 1B

BY USING THIS 11 x 14 LOBBY DISPLAY

Use Your Ingenuity.
All these posters can be
made to do double duty
as cut-outs for window
and heralds.



WINDOW CARD

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